

Online Training on Simple Website Development for Micro, Small, and Medium Enterprises in Desa Kelambir 5

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Abstract

Limited digital literacy is one of the main challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in Kelambir 5 Village in developing their businesses and expanding market reach. Most MSME actors are not yet able to use websites effectively as digital promotional media. This community service activity aims to enhance MSMEs' digital skills through online training on simple website development as a technology-based marketing tool. The method employed was a practice-based online training approach comprising needs assessment, core training, mentoring, and evaluation. The participants were 25 MSME actors selected purposively. Evaluation was conducted using pre-test and post-test instruments, as well as product-based assessment of the websites created by participants. The results indicate a significant increase in participants' understanding from an average of 30% to 82%, representing a 52% improvement. Furthermore, 80% of participants successfully developed functional websites for business promotion. The activity also contributed to behavioral changes in adopting digital marketing strategies and showed early economic impact through broader market reach. Therefore, practice-based online training is proven effective in improving MSMEs' digital capacity in a measurable and sustainable manner.

Keywords: MSMEs, digital literacy, website development, online training, digital marketing.

1. INTRODUCTION

Digital transformation has become a key factor in increasing the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in the era of a technology-based economy. The development of information technology has driven changes in consumer behavior towards digital platforms, so MSMEs must adapt to internet-based marketing strategies. However, the adoption of digital technology in MSMEs is still relatively low, especially in rural areas. Limited access to knowledge and skills is the main factor that hinders this transformation. Empirical studies show that the level of digital literacy among MSME actors is significantly correlated with improved business performance and market expansion (Nuseir, 2020). In addition, the use of websites as a digital marketing medium has been shown to increase product visibility and business credibility (Dwivedi et al., 2021). Thus, strengthening digital capacity is an urgent need for MSMEs amid global competition. This condition is also a major challenge in the development of a digital inclusion-based economy at the local level.

In Indonesia, MSMEs play a strategic role in the national economy but still face various obstacles in adopting digital technology. Based on various studies, most MSMEs still rely on conventional marketing methods that are limited to local areas. This leads to low competitiveness and limited wider market access. Recent research shows that digitizing MSMEs, including the use of websites, can increase operational efficiency and expand marketing networks (Susanti et al., 2023). In addition, the use of digital platforms enables more effective interactions between business actors and consumers. However, limited technical capabilities and a lack of training are the main obstacles to implementing this technology (Sari et al., 2022). Therefore, an intervention in the form

of a structured, applicable training program is needed. This approach is expected to increase MSME capacity and digital independence in a sustainable manner.

Kelambir 5 Village has considerable potential for MSMEs, but this potential has not been balanced by adequate digital capabilities. Based on initial observations, most MSME actors in this region do not have a website as a business promotion medium. They still rely on word-of-mouth marketing or social media that has not been optimally managed. This condition indicates a gap between economic potential and the use of digital technology. Previous research indicates that integrating websites into MSME marketing strategies can increase consumer trust and product added value (Putri et al., 2021). In addition, the website also provides flexibility in delivering product information in a more complete and professional manner. However, low digital literacy is the main obstacle in the implementation of this technology. Therefore, systematic efforts are needed to improve people's digital skills through service programs. Training-based interventions are a relevant solution to this problem.

Online training is one of the most effective ways to increase people's digital capacity, especially in conditions of limited access and mobility. This method enables flexible, efficient knowledge transfer without being constrained by space or time. Studies show that online training can significantly improve participants' technical skills when combined with a hands-on approach (Rahman et al., 2022). In addition, blended learning methods in digital training have been shown to optimally enhance participants' understanding (Hidayat et al., 2021). In the context of community service, online training provides an opportunity to reach more participants at a relatively low cost. However, the effectiveness of training depends heavily on the learning design and the mentoring provided. Therefore, simple website creation training needs to be designed practically and tailored to the needs of the participants. This approach is expected to produce measurable outputs and directly increase MSME capacity.

In response to these problems, this service activity aims to improve the skills of MSME actors in creating simple websites as digital promotional tools. This activity is designed through a practice-based online training approach that actively involves participants in each stage. In addition to increasing knowledge, this activity also targets outputs in the form of websites that participants can use directly. Thus, the results of the activities are not only conceptual but also applicable. Previous research has shown that practice-based approaches are more effective at improving digital skills than conventional methods (Firmansyah et al., 2020). Therefore, this activity is expected to be able to make a real contribution to increasing the competitiveness of MSMEs in Kelambir Village 5. In addition, this activity is also expected to be a digital-based community service model that can be replicated in other regions. With a systematic, data-driven approach, these activities can achieve a sustainable social and economic impact.

2. RESEARCH METHODOLOGY

The method of implementing this service activity uses a practice-based online training approach which is systematically designed to increase the digital capacity of MSME actors. The subject of the activity consisted of 25 Micro, Small and Medium Enterprises (MSMEs) in Kelambir 5 Village who were selected purposively based on the need to increase digital literacy and readiness to participate in online training. The characteristics of the participants include active business actors with a limited level of technology use, especially in the use of websites as promotional media. The activity was carried out for three weeks with a combination of synchronous (face-to-face online) and asynchronous (self-mentoring) sessions. This approach was chosen to ensure flexibility as well as effectiveness of knowledge transfer. In addition, this method allows participants to directly practice the material provided. Thus, the activity is not only oriented to conceptual understanding but also to implementable abilities. The design of this method is designed to produce measurable outputs that are relevant to the needs of the participants.

The stages of implementing activities consist of four main phases, namely identification of needs, core training, mentoring, and evaluation. At the need identification stage, an initial survey was conducted to measure the digital literacy level of participants using a questionnaire based on the Likert scale. The core training stage includes delivering material on basic website concepts, introduction to website building platforms (such as Google Sites), and hands-on practice of simple website creation. Furthermore, the mentoring stage is carried out to help participants complete their respective websites independently with the guidance of the facilitator. The evaluation stage was carried out to measure the effectiveness of the activity through a comparison of results before and after

the training. Each stage is designed sequentially and integrated with each other to ensure the achievement of the objectives of the activity. In addition, this approach also allows the identification of obstacles that participants face during the training process. Thus, the process of implementing activities can run adaptively and responsively to the needs of participants.

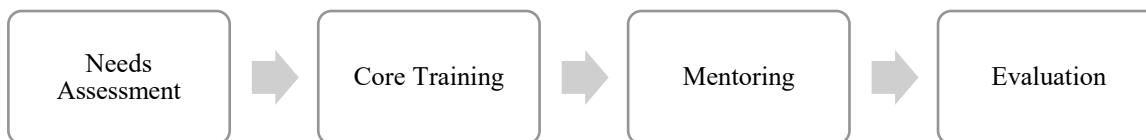


Figure 1. Stages of implementation of activities

The instruments used in this activity include pre-test and post-test questionnaires, observation sheets, and website product assessment rubrics. The questionnaire was used to measure the level of understanding of participants regarding the concept and practice of website creation before and after the training. Observation sheets are used to assess participants' engagement and active participation during the activity. Meanwhile, the assessment rubric is used to evaluate the quality of the website produced based on several indicators, namely the appearance structure, completeness of the content, navigation function, and design aesthetics. Each indicator is assigned a score to produce quantitative values that can be further analyzed. The use of this instrument aims to ensure that the results of activities can be measured objectively and systematically. In addition, the instruments used have been adjusted to the purpose of the activity and the characteristics of the participants. Thus, the data obtained has high validity and relevance.

The data analysis technique was carried out in a quantitative descriptive manner by comparing the results of the pre-test and post-test to measure the improvement of participants' understanding. The percentage increase is calculated using the formula of the average score difference before and after the training. In addition, an analysis was also carried out on the results of website products made by participants to assess the success rate of implementation. The indicators of the success of the activity are determined based on three main aspects, namely the increase in knowledge of at least 50%, the success of website creation by at least 75% of the participants, and the increase in active participation during the training. The observation data was used to support quantitative analysis by providing an overview of the dynamics of the implementation of activities. The results of the analysis are then interpreted to determine the effectiveness of the training method used. With this approach, the results of activities can be presented empirically and measurably. In addition, this analysis is also the basis for formulating recommendations for the development of further activities.

2.1. Diagram Flow Method

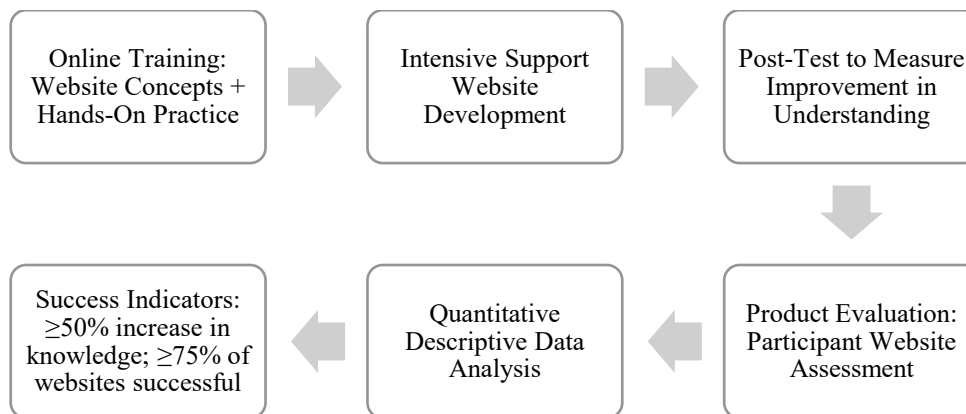


Figure 2. Diagram Flow Method

3. RESULTS AND DISCUSSION

The implementation of online training activities for simple website creation for MSMEs in Kelambir 5 Village showed significant results both in terms of cognitive aspects, technical skills, and changes in participants' digital behavior. The activity was attended by 25 participants who all completed the training stages until the final evaluation. In the early stages, most participants have limitations in understanding the basic concepts of websites, including page structure, domain functions, and the use of website builder platforms. After training and mentoring, there was a significant increase in understanding which was shown through the results of the pre-test and post-test. In addition, participants also succeeded in producing real products in the form of a simple website that can be used as a business promotion medium. This shows that a practice-based training approach has a direct impact on digital capacity building. Thus, this activity is not only educational but also productive. This impact is the main indicator of success in output-based service.

3.1. Pre-Test and Post-Test Measurement Results

The evaluation used pre- and post-test instruments to measure the increase in participants' understanding of website creation.

Table 1. Participant's Pre-Test and Post-Test Results

No	Indicator	Pre-Test (%)	Post-Test (%)	Improvement (%)
1.	Understanding of website concepts	32	85	53
2.	Usability of the platform	28	82	54
3.	Website display design	30	80	50
4.	Content management	35	83	48
5.	Website publications	25	78	53
Average		30	82	52%

The table above clearly illustrates the improvement in participants' understanding across all indicators, confirming the effectiveness of the training.



Figure 1. Training Implementation Process



Figure 2. Mentoring and Website Development Activities

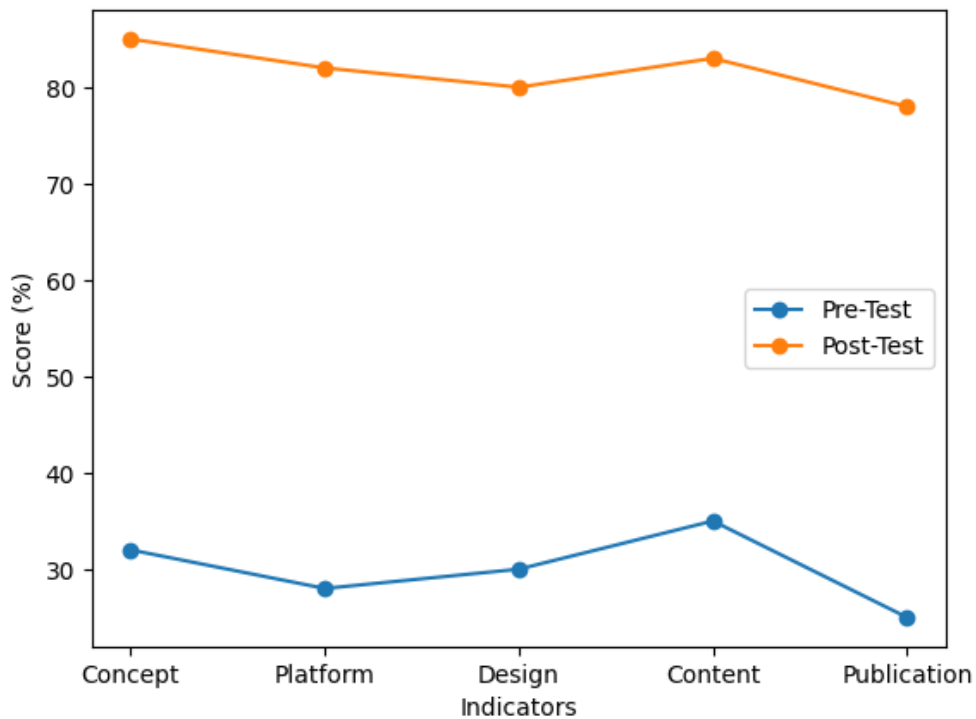


Figure 3. Comparison of Pre-Test and Post-Test Results (%)

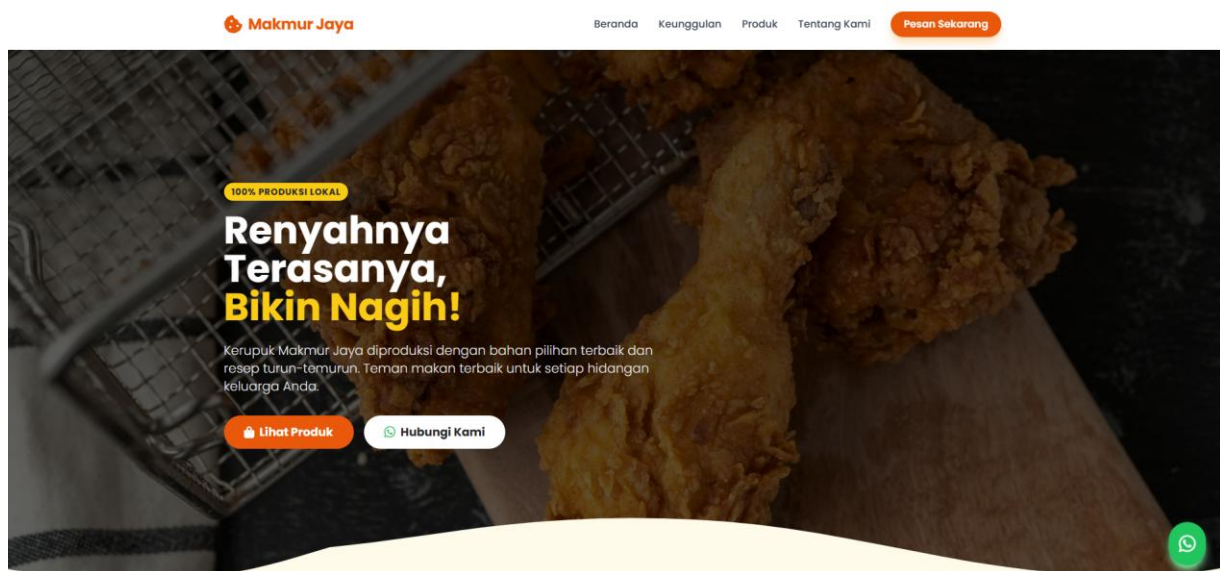


Figure 4. Landing Pages in Web Training

4. CONCLUSION

Online training activities on simple website creation for MSME actors in Kelambir 5 Village have proven effective in significantly increasing participants' digital capacity. This is shown by a 52% increase in participants' average understanding, as measured by pre-test and post-test results. In addition, as many as 80% of participants produced a simple website that can be used as a business promotion tool, demonstrating the success of applying the skills acquired during the training. From a behavioral perspective, participants changed their marketing strategies, adopting digital platforms as a broader and more efficient means of promotion. The initial impact on the economy is also becoming evident through increased customer interaction and the potential for market expansion beyond the local area. However, the activity's implementation still faces several obstacles, including limited internet connectivity and differences in participants' ability to engage in online training. This obstacle underscores the need for a more intensive, sustainable mentoring approach to optimize activity outcomes. Therefore, it is recommended that a follow-up program include technical mentoring and strengthening digital marketing strategies to ensure the website is managed optimally. Overall, this activity not only achieved the set goals but also made a real contribution to empowering MSMEs through sustainable digital technology.

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