



## **Women's MSMEs Go Digital: Training and Implementation E-commerce in Balaraja District**

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### **Abstract**

Kegiatan Pengabdian Kepada Masyarakat (PKM) ini bertujuan untuk meningkatkan kapasitas pelaku UMKM perempuan di Kecamatan Balaraja dalam pemanfaatan teknologi digital, khususnya *e-commerce*. Program ini diawali dengan pembangunan *platform e-commerce* lokal bernama Bala Niaga, yang dirancang sebagai sarana pemasaran digital yang mudah diakses oleh UMKM setempat. Selanjutnya, dilakukan pelatihan tatap muka yang mencakup pemahaman konsep bisnis digital, strategi pemasaran *online*, serta praktik langsung penggunaan *platform*. Pelatihan diikuti oleh 55 peserta UMKM perempuan binaan Dinas Koperasi dan UKM Kabupaten Tangerang. Hasil observasi menunjukkan peningkatan pemahaman peserta terhadap *e-commerce*, dan sebanyak 84% peserta berhasil mendaftar serta mengaktifkan toko *online* di Bala Niaga. Kegiatan ini menunjukkan bahwa kombinasi antara pembangunan *platform* digital dan pelatihan aplikatif efektif dalam mendorong transformasi digital UMKM perempuan. Diperlukan pendampingan berkelanjutan agar pemanfaatan teknologi ini dapat lebih optimal dan berkelanjutan

**Kata kunci:** UMKM Perempuan, *E-commerce*, Pelatihan Digital, Bala Niaga, Transformasi Digital.

### **Abstract**

*This Community Service Activity (PKM) aims to increase the capacity of female MSME actors in Balaraja District in the use of digital technology, especially e-commerce. This program began with the construction of a local e-commerce platform called Bala Niaga, which is designed as a digital marketing tool that is easily accessible to local MSMEs. Furthermore, face-to-face training was carried out which included an understanding of digital business concepts, online marketing strategies, and hands-on practice of using the platform. The training was attended by 55 female MSME participants assisted by the Tangerang Regency Cooperatives and SMEs Office. The results of the observation showed an increase in participants' understanding of e-commerce, and as many as 84% of participants successfully registered and activated online stores in Bala Niaga. This activity shows that the combination of digital platform development and applied training is effective in encouraging the digital transformation of women's MSMEs. Continuous assistance is needed so that the use of this technology can be more optimal and sustainable.*

**Keywords:** MSMEs Women, *E-commerce*, Digital Training, Bala Niaga, Digital Transformation



## Introduction

Micro, Small, and Medium Enterprises (MSMEs) are the main pillars of the Indonesian economy with a contribution of more than 61% to the Gross Domestic Product (GDP) and absorb around 97% of the national workforce (Azhari et al., 2024; Sinha et al., 2024). In it, women play an important role as MSME actors who help boost the family and community economy. However, major challenges still loom, especially low digital literacy and limited access to technology (Hodijah et al., 2023). Many female MSME actors do not have an adequate understanding of the use of digital tools, so they find it difficult to improve business efficiency and expand market reach (Rujitoningtyas et al., 2025; Sufa et al., 2024). The lack of structured training and concerns about digital security, such as fraud and data theft, further hinder optimal technology adoption (Trisninawati & Sartika, 2024); Rizki & Hendarman, 2024).

In addition to literacy, access to technology is also a major obstacle, especially in rural areas that still face infrastructure limitations such as unstable internet networks and lack of basic technology facilities (Rujitoningtyas et al., 2025; Rizki & Hendarman, 2024). Financial limitations also aggravate the condition, as many MSMEs cannot afford to invest in digital devices or take the necessary training (Evanita & Fahmi, 2023). As a result, the great potential of women's MSMEs to transform in the digital economy has not been maximized. This challenge shows the importance of strategic intervention and sustainable support so that MSME actors, especially women, are able to grow inclusively and competitively in the digital era.

To answer these challenges, this community service program began by building an *e-commerce platform* called *Bala Niaga* which was specifically designed for MSMEs in Balaraja District. *This platform* aims to provide an easily accessible digital platform for women MSME actors to market their products online, opening up wider market opportunities and increasing competitiveness in the digital era.

After construction *platform*, the next step is to organize training for female MSME actors on business concepts *e-commerce* and how to use *platform* Bala Niaga optimally. This training includes an understanding of digital marketing strategies, store management *Online*, as well as the use of *marketplace* to increase sales (Hodijah et al., 2023; Nugroho et al., 2024).

Balaraja District, as one of the areas with considerable local economic potential, has a significant number of female MSMEs. However, the majority of business actors in this region are still running their businesses conventionally, without making optimal use of digital technology. As a result, they are less able to compete in a market that is now increasingly shifting to the digital realm. This gap shows the need for systematic and sustainable interventions in the form of targeted training and mentoring (Alyssa et al., 2024).

The COVID-19 pandemic has accelerated the shift in people's consumption patterns to *platform* digital. Sales *Online* is an urgent need, and MSME actors who are quick to adapt are able to survive, even develop. Unfortunately, many female MSMEs are not ready to face this change due to limited digital skills and access to technology. As a result, many of them have experienced a drastic decrease in income and have even been forced to close their businesses (Alyssa et al., 2024).

Training supported by the existence of *platform* Bala Niaga is expected to be able to improve the digital skills of female MSMEs while providing practical means of direct practice. This is important so that business actors not only understand the theory, but also be able to apply it in real life in managing a business *Online* They (Fitriadi & Novita, 2023). For sustainability, this program also emphasizes the importance of sustainable mentoring and strengthening the local digital ecosystem

through collaboration between business actors, the government, *platform e-commerce*, and educational institutions. An inclusive and local needs-based approach is the key to the success of empowering women MSMEs in Balaraja District in facing the challenges of the national digital economy (Alyssa et al., 2024; Fitriadi & Novita, 2023).

### Implementation Method

The Community Service Activity (PKM) which was held on August 12, 2025 at the Balaraja District Hall, Tangerang Regency, aims to increase the capacity of Micro, Small, and Medium Enterprises (MSMEs) fostered by the local Cooperative and SME Office in the field of digital marketing. The location was strategically chosen due to its good accessibility and availability of training supporting facilities such as electricity, internet, and adequate space. The determination of partners is carried out through coordination with relevant agencies and the results of an initial survey that identifies the urgent need for *e-commerce mastery* as an effort to strengthen the competitiveness of MSMEs in the digital era.

The method of implementing PKM activities begins with the preparation stage, which includes surveying the needs of women MSMEs in Balaraja District, building the *Bala Niaga e-commerce platform*, and preparing relevant training materials. The material is focused on *e-commerce business* concepts, the use of *digital platforms*, online marketing strategies, and digital store management. In addition, coordination is carried out with the Cooperatives and SMEs Office and the local government to support the smooth running of activities. The implementation stage is carried out through face-to-face training consisting of counseling, hands-on practice, and consultation sessions. Participants were guided to understand *the concept of e-commerce* as well as directly practice store registration and management on the Bala Niaga platform. This training activity was attended by 55 selected female MSMEs and was officially opened by the sub-district.

Furthermore, participants received intensive assistance during the training to ensure that the implementation of the material ran effectively. Evaluation was carried out qualitatively through observations, brief interviews, and participant testimonials. The success of participants in using Bala Niaga is one of the indicators of the success of the program, as well as the basis for the development of similar activities in the future.

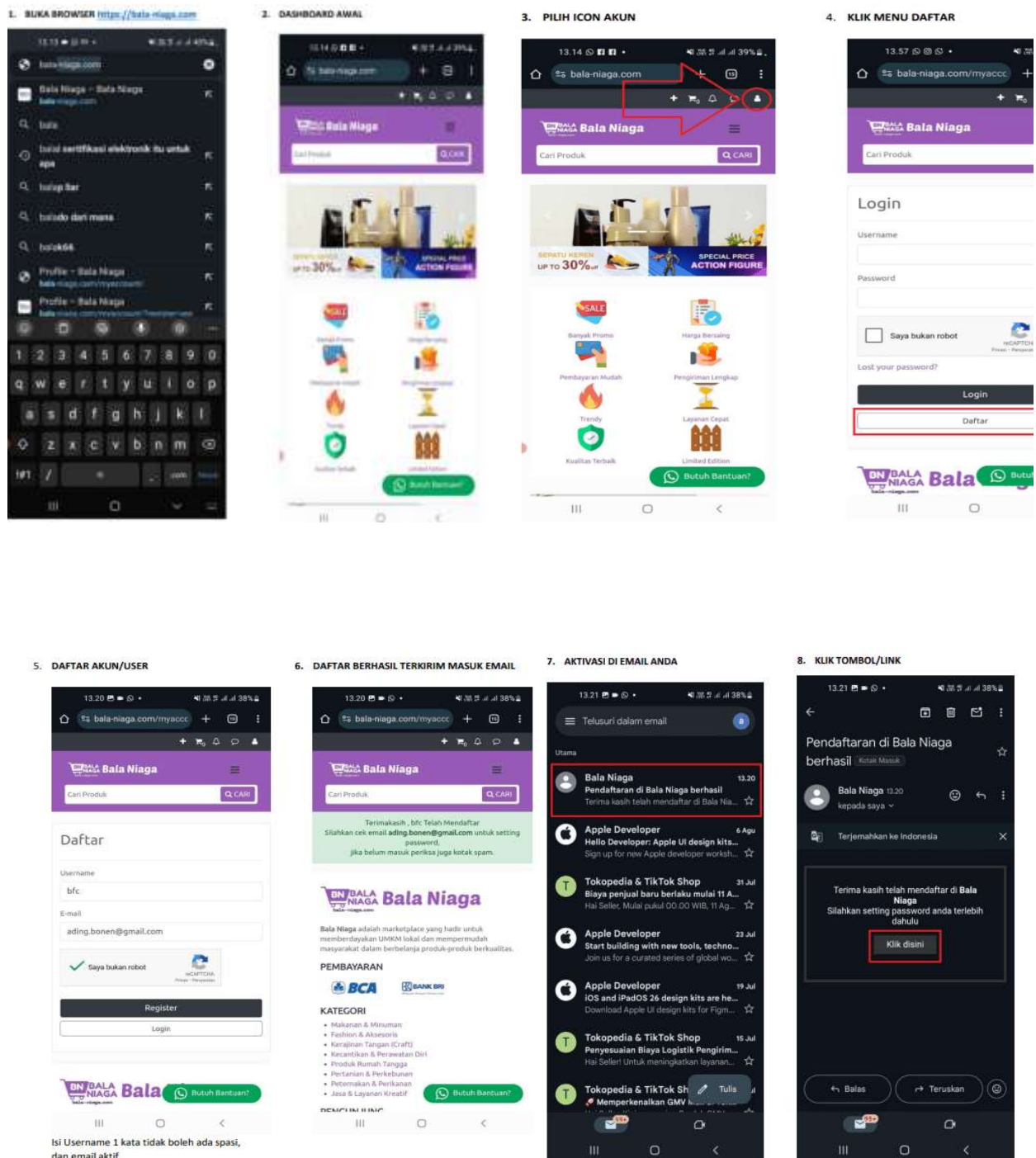
### Result and Discussion

One of the main results of this activity is the completion of the construction of a *local e-commerce platform* called Bala Niaga. This *platform* is designed as a digital marketing medium that is easily accessible to women MSME actors in Balaraja District (<https://bala-niaga.com/>), to help them market their products online with an approach that is appropriate to the local context. The development of Bala Niaga is an important foundation in encouraging the digital transformation of MSMEs in the region.



Source: <https://bala-niaga.com/>  
Figure 1. E-commerce Bala Niaga

In addition, this activity also includes the implementation of *e-commerce training* involving 55 female MSME participants assisted by the Tangerang Regency Cooperatives and SMEs Office. The training includes understanding digital business concepts, online marketing strategies, and practice of using Bala Niaga. Participants are guided directly to register and activate their digital store on the *platform*, which is one of the early indicators of the program's success. The stages of registration for Bala Niaga's *e-commerce platform* are as follows:





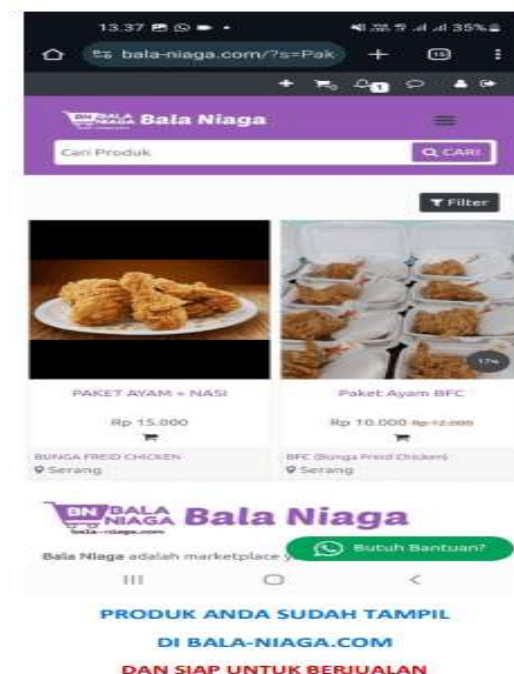
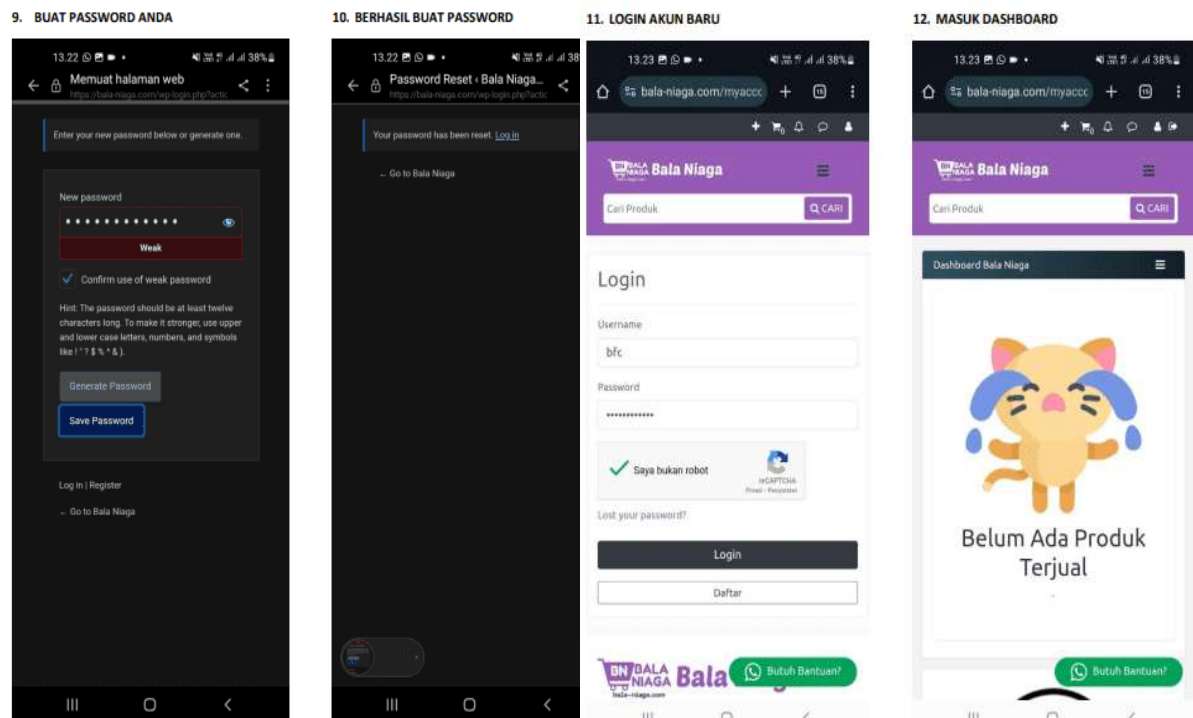


Figure 2. Stages of E-commerce Registration for Bala Niaga

Based on the results of observations and consultation sessions during the training, the majority of participants showed an increased understanding of *the concept of e-commerce*. This can be seen from their ability to follow the practice of registering and managing *online stores* independently. Of the total 55 participants, as many as 46 MSME actors or around 84% successfully completed the registration and activation process of their digital stores on the Bala Niaga platform. This achievement is an early indicator of the success of the training in improving digital literacy and the readiness of participants to adapt to technology-based marketing systems. In addition, several participants also gave positive testimonials, stating that this training was their first experience of getting to know *digital platforms* directly. The following activities during the training took place:



Figure 3. E-commerce Training Activities

The existence of the Merchants is also considered helpful because it is more accessible and relevant to their local context. This shows that local needs-based approaches and direct practices are very effective in improving the digital literacy of women's MSMEs. However, this training also revealed several challenges. Some participants experienced technical obstacles such as device limitations, lack of experience in using the internet, and difficulties in understanding certain digital terms. These findings show the need for advanced mentoring and tiered training, especially to ensure the sustainability of the use of *e-commerce platforms*. Therefore, this activity concludes that training and the development of *platforms* such as Bala Niaga have great potential to strengthen the competitiveness of women's MSMEs in the digital era, but it needs to be accompanied by continuous support through cross-sectoral cooperation.

## Conclusion

This Community Service activity has succeeded in making a real contribution to efforts to empower women MSMEs in Balaraja District through digital transformation. The development of the Bala Niaga *e-commerce platform* has provided local marketing facilities that are easily accessible and relevant to the needs of MSME actors. The training was able to increase participants' understanding of *e-commerce* business concepts and technical skills in managing *online stores* independently. The results of the activity showed that as many as 84% of participants successfully registered and activated stores in Bala Niaga, reflecting the effectiveness of the training in building the digital readiness of business actors. However, findings in the field also confirm the importance of advanced mentoring and ongoing training to ensure optimal and equitable use of technology. With a targeted approach and cross-

sectoral collaboration, this program has great potential to be replicated and developed in other regions as a digital-based MSME empowerment strategy.

### Acknowledgments

We would like to thank the Ministry of Higher Education, Science, and Technology of the Directorate General of Research and Development of the Republic of Indonesia for its funding support in the implementation of this Community Service activity. Gratitude was also expressed to the Cooperatives and SMEs Office of Tangerang Regency, the University of Muhammadiyah Tangerang, and STMIK Masa Masa for the support and cooperation that has been established. We also give the highest appreciation to the Chairperson of MSMEs of Balaraja District and all female MSME participants who have actively and enthusiastically participated in this activity.

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