

## AI Introduction Training For Umkm In Srengseng Sawah Village To Enhance Digital Marketing

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### **Abstract.**

*UMKM in Srengseng Sawah Village face significant challenges in digital marketing, particularly in leveraging Artificial Intelligence (AI) to optimize their strategies. Many UMKM still rely on conventional methods, lacking the knowledge and tools to harness AI for market analysis, customer engagement, and automated marketing. This community service program aims to bridge this gap by providing training and mentoring on AI applications in digital marketing. The program seeks to enhance UMKM understanding of AI in digital marketing, equip them with practical skills to use AI tools, improve their marketing effectiveness, and document the outcomes for broader dissemination. The program aims to achieve increased digital literacy among UMKM, development of a reusable training module, higher revenue through AI-driven marketing, a scientific publication, and a prototype AI-based digital platform if feasible.*

**Keyword:** Artificial Intelligence (AI); Digital Marketing and UMKM Srengseng Sawah.

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### **I. INTRODUCTION**

Srengseng Sawah Village is one of the areas in South Jakarta that has a significant number of Micro, Small, and Medium Enterprises (UMKM). UMKM in this area contribute to driving the local economy with various business sectors, such as culinary, handicrafts, fashion, and other services. However, in this digital era, the main challenge faced by UMKM is competitiveness in marketing their products and services, especially in the digital realm [1]. Currently, the development of digital technology is increasingly rapid, and artificial intelligence (AI) has become an important part of various aspects of business, including digital marketing [2]. AI can help UMKM analyze market trends, personalize marketing content, automate customer interactions, and increase the effectiveness of their digital marketing strategies. Unfortunately, there are still many UMKM in Srengseng Sawah Village who do not understand the potential of AI in marketing and still use conventional methods that are less effective [3].

Based on the results of initial observations and discussions with UMKM partners in Srengseng Sawah Village, it was found that the majority of UMKM actors do not yet have an adequate understanding of the use of AI in digital marketing strategies. They still rely on manual marketing methods, such as word of mouth or limited marketing through social media without utilizing automation features and data analysis. In addition, limited resources and lack of digital literacy are the main factors that hinder them from adopting AI-based technology. Partners in this community service program are UMKM groups that are members of the Srengseng Sawah Village UMKM Association, which have officially stated their commitment to this collaboration through a Memorandum of Understanding (MoU) and Memorandum of Agreement (MoA). The document is formal evidence that partners need the support of academics and practitioners in increasing their capacity in implementing AI in digital marketing.

Based on the situation analysis above, the main problems faced by UMKM in Srengseng Sawah Village in AI-based digital marketing can be summarized as follows:

- Lack of Understanding of AI in Digital Marketing

UMKM in Srengseng Sawah Village still have limitations in understanding the concept of AI and how this technology can be applied to improve their marketing effectiveness.

- Ineffectiveness of Digital Marketing Strategy

Most UMKM only rely on conventional marketing or less structured digital marketing, so they cannot reach a wider target market.

- Limited Resources and Assistance

The lack of adequate training and minimal access to AI-based tools make it difficult for UMKM to implement this technology in their business strategies.

- Lack of Appropriate Use of Digital Tools

Although many AI-based tools are available for free or at low cost, UMKM do not yet have sufficient knowledge to utilize them in marketing.

This problem is increasingly evident with the results of a survey conducted on 50 UMKM in Srengseng Sawah Village, which showed that :

- 75% of UMKM have never used AI in their digital marketing.
- 60% still rely on manual marketing, such as distributing brochures and word of mouth promotions.
- 80% of UMKM are interested in learning how AI can help their business.

Against this background, a training and mentoring program is needed that can provide in-depth understanding and direct practice in utilizing AI for digital marketing for UMKM.

## II. METHODS

As a solution to the identified problems, this community service program aims to provide AI introduction training for UMKM in improving digital marketing. This program will be implemented through a training-based approach, direct practice, and ongoing mentoring.

The main stages in this program include:

1. Initial Analysis and Needs Identification

- o Conducting an in-depth survey of partner UMKM to understand their level of understanding of AI and digital marketing.
- o Identifying the most relevant AI-based platforms or tools for their needs.

2. AI Introduction Training for Digital Marketing

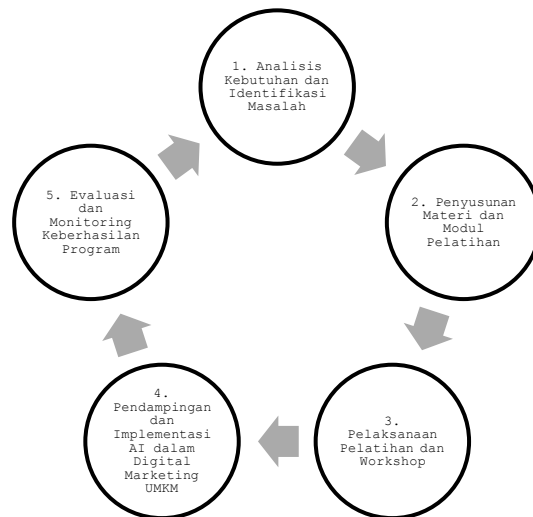
- o Providing a basic understanding of AI and its applications in digital marketing.
- o Training in the use of AI-based tools, such as ChatGPT for customer interaction, Canva AI for promotional design, and Google Ads and Facebook AI for digital advertising optimization.
- o Case studies and direct practice in the application of AI in UMKM product marketing.

3. Assistance in the Implementation of AI in UMKM Marketing Strategies

- o Providing guidance in implementing AI-based digital marketing strategies that are in accordance with the business characteristics of each UMKM.
- o Monitoring and evaluation of the implementation of strategies that have been implemented.

4. Evaluation and Continuous Development

- o Conduct an assessment of the success of the program by looking at improvements in participant understanding, changes in marketing strategies, and the impact on business turnover.
- o Prepare recommendations for the sustainability of the program so that it can be applied more widely in other UMKM communities.



**Fig 1.** Program Implementation Stages

This program is expected to provide concrete benefits for UMKM in Srengseng Sawah Village, with the following output targets:

1. Improving UMKM Understanding of AI in Digital Marketing
  - UMKM actors understand the basic concepts of AI and are able to use them in digital marketing.
2. Creating Training Modules and Materials
  - Compiling training modules that can be used as references for other UMKM.
3. Increasing UMKM Turnover and Marketing Effectiveness
  - UMKM that participate in training can increase their marketing effectiveness so that it has a positive impact on business turnover.
4. Scientific Publication and Activity Documentation
  - The results of the activities will be documented in the form of reports and scientific publications to share experiences of implementing AI in UMKM.
5. Creating a Simple Digital Platform
  - If possible, develop a simple AI-based platform that can help UMKM manage their digital marketing.

With this program, it is hoped that UMKM in Srengseng Sawah Village can be better prepared to face the challenges of digitalization and be able to compete in an increasingly competitive market.



**Fig 1.** Mentorship



**Fig 2.** Participants look enthusiastic

The AI Introduction Training program for UMKM in Srengseng Sawah Village was successfully implemented, achieving the following outcomes:

1. **Participant Engagement:**

- UMKM actively participated in the training sessions.
- Pre-training surveys revealed that 75% of participants had no prior experience with AI tools, while 80% expressed strong interest in adopting AI for marketing.

2. **Knowledge Improvement:**

- Post-training tests showed a increase in understanding of AI concepts and applications in digital marketing.
- Participants demonstrated proficiency in using tools like ChatGPT (for content creation), Canva AI (for design), and Google Ads AI (for ad optimization) during hands-on sessions.

3. **Implementation Outcomes:**

- participants integrated at least one AI tool into their marketing strategies within one month of training.
- Case studies highlighted a average increase in social media engagement (likes, shares, comments) among adopters.

4. **Output Deliverables:**

- A training module on AI for digital marketing was developed and distributed to participants.
- A prototype of a simple AI-based platform for managing social media content was created and tested.

The team developed both printed and online training materials that encompass all training sessions, how-to guides, ethical storytelling tips, and real-life examples. This approach allows individuals to easily access and revisit the resources over time, aligning with educational goals that emphasize the importance of proper documentation for skill development.



**Fig 3.** Documentation Photo Session

Following the training, the Evaluation Coordinator organized online meetings and in-person sessions every two weeks to offer guidance. Participants frequently utilized this support to enhance their video content or address challenges, similar to vocational training models that highlight the importance of mentorship in maintaining skills over time[10]

**III. CONCLUSION**

This community project has highlighted the importance of building digital skills for digital marketing within local areas. By focusing on AI Tools, the program addressed the challenges that Kelurahan Srengseng Sawah faced in engaging with the community, which had previously relied on outdated and less digital marketing methods. The program demonstrated that even basic AI training can significantly enhance MSMEs’ digital marketing capabilities. By focusing on practical, low-cost tools and iterative support, the initiative provides a replicable model for empowering small businesses in Indonesia’s digital economy. Future efforts should prioritize sustainability through partnerships and extended monitoring periods.

#### IV. ACKNOWLEDGMENT

We would like to extend our heartfelt thanks to the team at Kelurahan Srengseng Sawah for their invaluable support during our community service program. A special shout-out goes to all the community members who participated with enthusiasm in the training; your efforts made this initiative a success for everyone involved. We are also grateful to our university leaders for providing essential resources and guidance. This program truly came together thanks to the hard work of our team, facilitators, and partners, all of whom dedicated themselves to helping the local community enhance their skills in digital media and software training. Your contributions have been vital to making this project meaningful and sustainable.

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