

Optimizing Digital Marketing through NIB, Google Maps, and Canva for MSMEs in Gedangan Sidayu Village, Gresik

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Abstract : *The development of digital technology encourages micro, small, and medium enterprises (MSMEs) to utilize various digital platforms to develop their businesses. However, some businesses still lack a Business Identification Number (NIP) as their legal business identity, have not utilized Google Maps to increase their business visibility, and have not used Canva as a digital promotional medium. This community service activity aims to optimize digital marketing through outreach and assistance in creating a Business Identification Number (NIP), registering business locations on Google Maps, and training in using Canva. The methods used included outreach, demonstrations, practice, and direct assistance to business owners. The results of the activity showed that participants understood the importance of a Business Identification Number (NIP) as a legal business identity, were able to register their business locations on Google Maps, and were able to create digital promotional media using Canva. Utilizing these three aspects increases customer trust, expands marketing reach, and strengthens the business image. This activity demonstrates that assistance with business legality and the use of digital platforms increases the readiness of MSMEs to face business competition and supports sustainable business development.*

Introduction

Gedangan Village is a village in Sidayu District, Gresik Regency, East Java Province, with a population of 2,773 people, consisting of 1,412 men and 1,361

women. Geographically, this village is approximately 60 km from the city center and has the characteristics of a coastal-agrarian area with community economic activities that rely on the culinary, trade, services, and micro and small-scale home industries sectors. The results of observations and initial interviews with the implementation team found at least eight Micro, Small, and Medium Enterprises (MSMEs) who are the target audience of the activity, with superior products in the form of processed crackers and home-made snacks. Socially, village residents have a fairly high smartphone ownership, but its use is still limited to daily communication and has not been optimally directed to support business activities. This condition indicates the potential for large human resources and local products, but has not been balanced with the capacity for legal and digital technology-based business management.

From a business legality perspective, most MSMEs in Gedangan Village do not yet have a Business Identification Number (NIB), which is the official identification of business actors through the Online Single Submission (OSS) system. The absence of an NIB makes it difficult for business actors to access financing, government development programs, and business partnership opportunities. From a marketing perspective, MSME products are not yet registered on Google Maps, making them difficult for potential consumers to find. While the use of social media and promotional design applications like Canva is also still very limited. Indonesia has the largest population in Southeast Asia at 40.9%, but many remote or rural areas of the country lack internet access.(Kusumawati & Saputri, 2023).

Based on these conditions, the problems formulated in this community service activity are: (1) low ownership of business legality in the form of NIB among MSMEs in Gedangan Village; (2) business locations are not yet registered on Google Maps, thus limiting visibility and market reach; and (3) low digital technology literacy among MSMEs in producing promotional content and utilizing online marketing platforms. These three problems are interrelated and hinder the increase in competitiveness and sustainability of micro-businesses in the region.

Various similar mentoring efforts have been reported in various regions of Indonesia, reinforcing the urgency of this activity. Regarding legality,(Suhadi et al., 2022)Providing assistance in processing Business Identification Numbers (NIB) through the Online Single Submission (OSS) system for MSMEs in Kramatagung Village, Probolinggo Regency. The assistance was provided door-to-door, while(Zulkarnain et al., 2025)reporting on the development of NIB implementation in Rungkut Kidul Village, Surabaya, as an effort to support the development of MSMEs.(Kurniawan et al., 2023)also assisted MSMEs in Ponorogo Regency with business legality and halal certification and found that the direct assistance process improved business actors' understanding of the benefits of legality and accelerated the issuance of NIBs. These findings are consistent with observations in Gedangan

Village, which indicated that the limitation lies not in interest but in understanding procedures and technical assistance.

This community service activity is a downstreaming of previous research studies on business legality and digital marketing for MSMEs, which is translated into a direct and contextual mentoring program for MSMEs in Gedangan Village. This program integrates three interventions: mentoring in creating a Business Identification Number (NIB) through the OSS (Online Business Registration), registering a business profile on Google Business Profile (Google Maps), and training in creating digital promotional content using Canva. The goal is for business owners not only to gain knowledge but also to be able to directly practice the use of digital technology in developing their businesses.

In general, this activity aims to increase the capacity of MSMEs in Gedangan Village to manage legal, technology-adaptive, and competitive businesses. Specifically, the objectives of this activity are: (1) to increase understanding and ownership of business legality through assistance in creating a NIB; (2) to increase the ability of MSMEs to utilize Google Maps as a digital business identity; (3) to improve digital marketing skills through creating promotional content using Canva; and (4) to encourage increased competitiveness of MSMEs through the sustainable use of digital technology.

Research Method

The methods used in this community service activity were systematically designed to achieve the goals of increasing digital literacy and strengthening the presence of MSMEs through the creation of Google Maps as a promotional tool. The activity took place at the Gedangan Village Hall, Sidayu District, with the primary target being local MSMEs. Three MSMEs actively participated in this activity. The location was chosen based on its high local economic potential, but still limited digital accessibility.

The method used is the demonstrative method, namely the delivery of material through direct demonstration of the steps for making Google Maps. This method was chosen because it is considered effective in technical skills training, according to (Sugiyono, 2017) who stated that "the demonstration method is very appropriate for use in skills training because it allows participants to see, try, and experience directly the process being taught." The activity began with socialization at the Gedangan Village Hall, followed by door-to-door training at the homes of each MSME actor to ensure personal and effective mentoring.

The activity evaluation was conducted using pre-test and post-test instruments. The pre-test was administered before the socialization began to gauge participants' initial understanding of the importance of a digital presence for MSMEs. After the activity concluded, a post-test was administered to assess improved understanding. In addition, direct

observations were conducted during the mentoring to record participants' participation, enthusiasm, and ability to apply Google Maps creation.

The activity materials covered the importance of digital presence, the steps for creating a Google Maps business, and its benefits for MSME marketing. Training materials, including laptops, projectors, and sample Google Maps accounts, were provided by the community service team. Regarding the creation of a Business Identification Number (NIB), it was discovered that none of the three MSMEs were willing to assist; they only requested assistance in creating Google Maps. Therefore, the activity focused on that aspect.

The working method includes: (1) socialization at the village hall, (2) selection of participants based on active MSME criteria, (3) conducting pre-tests and post-tests during the socialization (3) direct assistance at the business location, (4) demonstration of making Google Maps, (5) evaluation through tests and observations. Data analysis was carried out descriptively qualitatively by comparing the results of the pre-test and post-test, and recording changes in the attitudes and behavior of participants during the activity.

The success rate of the activity was measured through three aspects; first, the aspect of attitude change, which was assessed through observations of participant participation and involvement during the activity, such as responsiveness to questions and enthusiasm in practicing the material provided. Second, the socio-cultural aspect, which can be seen from the extent to which the community shows openness to new technologies and the formation of collaboration between MSME actors after the activity took place. Third, the economic aspect, which was measured indirectly through increased potential customer access as an impact of the existence of a business profile on Google Maps. The measuring instruments used included: pre-test/post-test sheets (knowledge scale). With this approach, the results of the community service can be measured objectively and provide a clear picture of the impact of the activity on MSME empowerment in Gedangan Village.

Results and Discussion

Prior to the community service activities, most MSMEs in Gedangan Village did not yet understand the importance of digitalization as a business development and marketing strategy. This situation resulted in suboptimal use of digital technologies, such as obtaining a Business Identification Number (NIB), registering business locations on Google Maps, and using the Canva app as a promotional tool. This finding aligns with research findings (Junita, 2024), which shows that the use of social media and digital marketing has a significant impact on improving the performance of MSMEs. Therefore, increasing literacy and utilization of digital technology is a crucial need for MSMEs. In response to this situation, the community service team conducted outreach and training activities focused on registering business locations through Google Maps. After participating in these activities, MSMEs demonstrated an increased understanding of the importance of digitalization and began to realize the benefits of utilizing digital technology to support the development and marketing of their businesses.

1. Successful Implementation of MSME Digitalization Activities

a. Number and Participation of Participants

The number of participants who attended and actively participated in the MSME digitalization mentoring activities in Gedangan Village indicates a fairly good level of community involvement. Referring to the theory of the ladder of participation proposed (Arnstein & Arnstein, 2007) Participation is a form of power held by the community, where the success of a program is largely determined by the extent to which the community is involved in planning, implementation, and evaluation. The participation of MSMEs in this activity can be categorized as cooperative, as participants were not only present as recipients of information but also actively participated in the Q&A session, business data collection, Google Maps registration practices, and promotional design creation in Canva.

b. Achievement of Activity Objectives

This activity has four objectives, namely (1) increasing understanding and ownership of business legality through NIB, (2) increasing the ability to utilize Google Maps as a digital business identity, (3) increasing digital marketing skills through Canva, and (4) increasing the competitiveness of MSMEs in a sustainable manner, which have basically been achieved, although through two different stages: increasing understanding (cognitive) and implementation assistance (real action). This achievement pattern is in line with the principles of Participatory Action Research, where the success of community empowerment is measured through the KUPAR cycle (to Know, to Understand, to Plan, to Action, and to Reflection). The gap found between the participants' understanding (quite good) but real practice (still low) in the initial stage actually became the basis for the team to continue to the to Action stage, namely direct assistance in making NIB, Google Maps registration, and Canva design practice, so that changes in business digitalization behavior are achieved more completely, including the fourth objective regarding sustainable competitiveness, which is seen from the commitment of some participants to continue updating promotional content after the activity ended.

c. Indicators and Benchmarks for Activity Success

To measure the success of the program, the implementation team used a program evaluation framework based on Kirkpatrick's (1959) four-stage model, which includes evaluation of reactions, learning, behavior, and outcomes. The indicators and benchmarks used include:

- 1) Reaction rate: percentage of attendance and level of participant satisfaction with the material and implementation of the activity, amounting to 60% for the achievement indicator.
- 2) Learning level: increase in participants' understanding scores measured through a Paired t-Test between pre-test and post-test results.

- 3) Behavior level (real action): the number of MSMEs who successfully applied for/obtained NIB, the number of businesses successfully registered on Google Maps, and the number of promotional content successfully created using Canva was 60% of the target.
- 4) Result level: observable change in business visibility (e.g. increased business location searches on Google Maps) achieved by at least 50% of successful individuals.

These four indicators are used in a hierarchical manner, success at the level of understanding is a prerequisite, but true success is only declared achieved when there is a real change in business digitalization behavior in the field.

d. Achievement of Material Targets

The material presented, the urgency of business legality (NIB), the use of Google Maps, and the creation of promotional content through Canva, were designed to be relevant to the practical needs of MSMEs. This approach refers to Knowles' (1970) andragogy principle, which emphasizes that adults learn more effectively when the material is directly relevant to their lives, work, or personal development, and participants are positioned as active subjects, not simply objects of instruction. The six core assumptions of andragogy (self-concept, life experience, learning readiness, learning orientation, knowledge needs, and learning motivation) were accommodated through the delivery of material based on local MSME case studies as well as direct practice in creating NIB, registering business locations, and designing promotions. The achievement of these material targets was also reflected in the results of the Paired t-Test, which showed a significant increase in participants' understanding after the activity, as discussed in the quantitative results section.

e. Strengths and Weaknesses of Activities

Judging from its suitability to the conditions of the community at the activity location, this program can be analyzed using the Diffusion of Innovation theory.(Sahin et al., 2006)which states that the acceptance of an innovation is influenced by the relative advantage, compatibility, and level of complexity of the innovation.

Superiority:

- 1) Google Maps and Canva are free to access, making them easy for MSMEs to implement without additional costs, reflecting a high relative advantage.
- 2) Google Maps increases business visibility and makes it easier for customers to find business locations directly.
- 3) Canva provides simple and intuitive design features, making it easier for MSMEs to create more attractive and professional promotional media without requiring special graphic design skills, reflecting a low level of complexity.

Weakness:

- 1) Some MSMEs still have limited digital literacy, so the technology adoption process is uneven and requires ongoing support.
- 2) Differences in age and educational background of participants affect the speed of understanding the material, especially at the technical practice stage (uploading NIB documents and setting up Google Maps accounts).

f. Level of Difficulty in Implementing Activities

In general, the level of difficulty of implementing this activity is considered moderate. The main challenge lies not in conveying the concept, but rather in the technical field support, such as setting up location points on Google Maps, which requires personal (door-to-door) assistance because not all participants can follow instructions independently.

g. Opportunities for Future Activity Development

Some opportunities for future program development include:

- 1) Optimize your Google Maps profile by adding product photos, operating hours, contact information, and encouraging customers to leave reviews to increase your business credibility.
- 2) Conduct regular monitoring and evaluation to measure the development of digital technology utilization and its impact on marketing and the competitiveness of MSMEs.

h. Implementation Team Capabilities

The success of this community service program is inseparable from the competence of the implementation team. According to Spencer and Spencer (1993), competence includes planning skills, precision, leadership skills, and the ability to work together in a group (teamwork) supported by intellectual, emotional, and social intelligence. The implementation team demonstrated this competence through the preparation of applicable materials, facilitating two-way discussions, and providing direct technical assistance to MSMEs who were unfamiliar with digital processes. The team's adaptive ability in responding to field findings, by immediately initiating door-to-door assistance after recognizing implementation gaps, also reflects the initiative and achievement orientation competencies in Spencer and Spencer's (1993) generic competency model.

2. Results of the MSME Digitalization Socialization and Mentoring Activities

a. Attendance of Participants during the socialization activity

The MSME digitalization socialization program at the Gedangan Village Hall in Sidayu District, Gresik Regency, was attended by MSMEs and village officials targeted by the community service program. Attendance is one of the early indicators

of the program's success, demonstrating the level of community participation and enthusiasm for the activities.



Figure 1. Implementation of MSME Digitalization Socialization at Gedangan Village Hall

The attendance of participants at the socialization reflected their interest in obtaining information about the use of digital technology in business development. Although the attendance target was not met, participants were able to participate effectively. Data regarding participant attendance during the socialization are presented in Table 1.

Table 1. Target and Actual Attendance of Participants in the MSME Digitalization Socialization

Indicator	Target	Realization	Percentage of Achievement	Information
Attendance of socialization participants	12 participants (60% of 20 invitations)	8 participants	(40% of target)(60% of total target)	Target not yet achieved

Based on Table 1, the MSME digitalization socialization activity invited 20 MSME actors in Gedangan Village with a target attendance of 60%, namely 12 participants. However, the actual attendance reached only 8 participants or 40% of the total invitations, so the attendance target achievement rate was 60%. This target was not achieved because several MSME actors were busy running their businesses and therefore could not attend the activity at the specified time. Nevertheless, all participants who attended the activity until the end and actively participated in the presentation of the material, discussion, and question and answer sessions. This condition indicates that although the number of participants did not meet the target, the quality of participant participation throughout the activity was quite good, so the socialization objective of increasing understanding of MSME digitalization was still able to be achieved.

b. Implementation of Pre-test and Post-test

During the socialization activity, the implementation team conducted an evaluation to measure the level of participants' understanding of the material presented. The evaluation was conducted through a pre-test before the presentation of the material as an instrument to determine the participants' initial level of knowledge regarding the importance of MSME digitalization, which includes business legality through a Business Identification Number (NIB), the use of Google Maps as a digital business identity, and the use of Canva as a promotional medium. After all the socialization material was completed, participants then took a post-test to measure changes in understanding after participating in the activity.



Figure 2. Participants filling out the Pre-test and Post-test

The pre-test and post-test results were then analyzed to determine the learning achievements of the participants during the socialization activities.

Table 2. Pre-test and Post-test Results

Variables	Mean	Sig. (2-tailed)	Information
Pre-test	5.00		
Post-test	5.38	0.080	There was an increase in the average, but it was not statistically significant ($p > 0.05$).

The increase in the average score indicates that the material presented was able to increase participants' knowledge about MSME digitalization, although the increase did not show a statistically significant difference. This is likely due to the relatively small number of respondents, only eight, which limited data variation. Furthermore, some participants already had basic knowledge of digital technology before the

activity, so the difference in scores between the pre-test and post-test was not significant.

These findings align with Knowles' (1970) theory of andragogy, which states that adult learning is more effective when the material provided is tailored to the participants' needs and experiences. During the activity, participants not only received theoretical explanations but also participated in demonstrations and discussions on the use of Google Maps and Canva to support business marketing. This learning process encouraged participants to understand the benefits of MSME digitalization and increased their readiness to adopt digital technology for business development.

c. Digitalization Assistance for MSMEs

Following the completion of the outreach activities, the program continued with door-to-door mentoring at the homes of MSMEs in Gedangan Village. This mentoring aimed to help MSMEs implement the material learned during the outreach, particularly in utilizing digital technology as a marketing tool.



Figure 3. Assistance in registering a business on Google Maps



Figure 4. Completion of assistance in creating Google Maps

The mentoring was carried out directly so that the community service team could provide more intensive guidance tailored to the needs of each MSME. The level of achievement of MSME digitalization mentoring targets is presented in Table 3.

Table 3. Achievement of MSME Digitalization Assistance Targets

Indicator	Program Target	Success Target	Realization	Information
Digitalization assistance for MSMEs	5 MSME actors (100%)	3 MSME actors (60%)	3 MSME actors (60%)	Success target achieved

Based on Table 3, the target for the MSME digitalization mentoring program was set at 5 MSMEs (100%). The indicator for activity success was determined if mentoring was successfully implemented for at least 3 MSMEs, or 60% of the program target. The implementation results showed that 3 MSMEs (60%) were willing to participate in the mentoring, thus achieving the set success target. The mentoring focused on registering business locations on Google Maps according to the needs of MSMEs. Through direct mentoring, MSMEs received assistance in registering their business locations, making their businesses more easily found by the public through digital platforms. These results indicate that the door-to-door approach is quite effective in supporting the implementation of MSME digitalization because it allows mentoring to be carried out more personally and tailored to the conditions of each business actor.

d. Creating Google Maps for MSMEs

After implementing door-to-door mentoring, the community service team evaluated the success of implementing Google Maps creation for businesses owned by MSMEs.



Figure 4. Results of creating Google Maps

The success of the activity is measured based on the number of MSME actors who successfully have their business locations registered on Google Maps.

Table 4. Achievement of Google Maps Creation for MSMEs

Indicator	Program Target	Success Target	Realization	Information
Digitalization assistance for MSMEs	3 MSME actors (100%)	≥2 MSME actors (50%)	3 MSME actors (100%)	Success target achieved

Based on Table 4, the target for the Google Maps creation program was set at 3 MSMEs (100%), with a minimum success indicator of 50% or at least 2 MSMEs successfully having their business locations registered on Google Maps. The implementation results showed that all 3 MSMEs (100%) successfully registered their business locations on Google Maps. Thus, this achievement not only met but also exceeded the established success target. This success demonstrates that direct mentoring can help MSMEs increase their business visibility on digital platforms, making their business locations easier to find by potential customers.

Conclusion

This community service activity was carried out to address the low utilization of digitalization by MSMEs in Gedangan Village, Sidayu District, Gresik Regency, especially in the aspects of business legality, business visibility through Google Maps, and digital marketing literacy. The program was implemented using socialization methods, demonstrations, pre-tests and post-tests, and door-to-door mentoring. The evaluation results showed that the average score of participants' understanding increased from 5.00 to 5.38, but based on the Paired Sample t-Test, a significance value of 0.080 ($p > 0.05$) was obtained, so that H_0 accepted and H_1 rejected, meaning the increase in participants' understanding was not statistically significant. However, in practice, the activity showed positive results, marked by the achievement of the mentoring target for 3 MSMEs (60%) and the success of all mentoring participants (100%) in registering their business locations on Google Maps. These findings

indicate that a direct mentoring approach is more effective in encouraging behavioral change and the adoption of digital technology than increasing knowledge through outreach alone. Therefore, ongoing mentoring is needed to optimize the adoption of digital technology by MSMEs and to increase business competitiveness sustainably.

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