



Socialization of MSME Marketing Innovation in Facing Trade Tariff Increases

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Abstract: The increase in trade tariffs is a serious challenge for Micro, Small, and Medium Enterprises (MSMEs) in maintaining the competitiveness of their products in domestic and international markets. This community service activity aims to provide understanding and practical skills to MSMEs about adaptive and sustainable marketing strategy innovations. Socialization is carried out through workshops and interactive discussions involving MSMEs from various sectors. The material presented includes the use of digital media, increasing product branding, market diversification, and competitive pricing strategies. The activity results show an increase in participants' knowledge in implementing innovative marketing approaches and awareness of the importance of digital transformation in dealing with external pressures such as increasing trade tariffs. Thus, this activity is expected to strengthen MSME resilience and encourage sustainable business growth. This activity also opens up opportunities for further collaboration between academics and MSMEs in developing strategic solutions based on real needs in the field.

1. INTRODUCTION

Micro, Small, and Medium Enterprises are one of the key pillars of Indonesia's economic structure. Their contribution to the national GDP and their capacity to absorb labor make them a strategic sector, not only supporting national economic stability but also driving people-centered economic growth. However, in the face of increasingly complex global dynamics, MSMEs are confronted with serious challenges, one of which is the rise in trade tariffs, both domestically and internationally.

These tariff increases, which may result from changes in fiscal policies, export-import regulations, or adjustments in raw material prices, directly affect MSMEs' cost structures and product competitiveness. Higher production costs, shrinking profit margins, and declining consumer purchasing power are real challenges that must be addressed with strategic action. This underscores the importance of innovation in marketing strategies, not only in terms of promotion and sales. but also in product adaptation, distribution channel diversification, and the optimal use of digital technology (Hartato & Handoyo, 2021; Mawuntu & Aotama, 2022; Wijaya & Simamora, 2022).

Unfortunately, not all MSME players have the capacity or access to the knowledge and resources needed for innovation. Many still rely on conventional marketing approaches that are not responsive to market changes. Therefore, initiatives are needed to bridge this gap through structured, practical, and sustainable socialization and education programs (Susanto et al., 2023).

This Community Service activity is present as a concrete effort to strengthen the capacity of MSMEs in responding to the dynamics of trade tariffs through marketing innovation. This socialization not only aims to provide a theoretical understanding, but also encourages MSME actors to be able to design and implement marketing strategies that are relevant to current market conditions. The materials presented include an introduction to digital marketing trends, the use of e-commerce platforms, effective branding strategies, and technology-based customer relationship management. With this socialization, it is hoped that MSMEs can increase their competitiveness, not only in the local market but also in the national and global markets. Through a participatory approach and based on field needs, this activity is expected to have a real impact on the sustainability and development of MSMEs amidst economic pressures due to increasing trade tariffs. This is a small but important step in encouraging the creation of a resilient, adaptive, and innovative MSME ecosystem.

Effectively marketing MSME products requires a deep understanding of the market as well as the ability to tailor strategies to the specific nature of the business. The first and most crucial step is to clearly define the target market, considering aspects such as demographics, interests, and consumer behavior. This understanding forms the foundation for crafting targeted communication and promotional efforts.

Building a strong brand identity is also essential. MSMEs need to establish a consistent visual identity, distinctive values, and a compelling brand story that resonates emotionally with consumers (Erdil & Özdemir, 2016; George, 2021).

In today's digital age, leveraging platforms like Instagram, Facebook, TikTok, and WhatsApp Business is highly effective for reaching a broader audience. Engaging, consistent, and interactive content increases customer engagement and builds trust in the brand. Beyond social media, being present on e-commerce platforms such as Tokopedia, Shopee, and Bukalapak is key to expanding market access. MSMEs should optimize their online storefronts with high-quality product photos, clear and informative descriptions, and fast, friendly customer service (Kasinem, 2020; Lustyana & Salsabila, 2020).

Promotional strategies like discounts, product bundling, referral programs, or giveaways are also effective in attracting new buyers and retaining loyal customers. Good

customer service should be an integral part of the marketing strategy, as customer satisfaction often leads to powerful word-of-mouth promotion. Collaborating with other businesses, communities, or local influencers can also be a cost-effective way to expand market reach with significant impact. Equally important, MSMEs should get into the habit of regularly monitoring and evaluating their marketing performance through social media metrics, sales data, and customer feedback (Handini & Choiriyati, 2021; Oflac et al., 2015; Zuchri, 2022).

By understanding these data points, MSMEs can develop more effective and targeted marketing strategies. When implemented consistently, these efforts will help strengthen competitiveness and broaden market reach amidst an ever-evolving economic landscape. Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economic structure. Beyond their significant contribution to the Gross Domestic Product (GDP), they are a major source of employment and a key driver of regional economic activity. However, in recent years, MSMEs have been facing new challenges, particularly the rising trade tariffs ranging from increased import duties on raw materials and higher logistics costs to changes in fiscal and tax policies, all of which directly affect production costs and product pricing. These conditions pose a threat to the competitiveness of MSMEs, especially those without strong and adaptive marketing systems (Banerji & Singh, 2023; Supriyanto & Taali, 2022).

At the same time, many MSMEs in Indonesia still rely on traditional marketing approaches that make little use of digital technology and lack strategic structure. In the face of increasing operational costs, marketing innovation becomes critical to business sustainability. This includes not only how products are sold but also how MSMEs build their brands, understand consumer behavior, utilize social media and digital platforms, and form strategic collaborations to access new markets. Without appropriate support and guidance, MSMEs are vulnerable to stagnation or even closure, unable to compete with larger enterprises that are more digitally and strategically equipped.

This is why Community Service initiatives are essential in strengthening the capacity of MSMEs to respond to the impact of rising trade tariffs. Marketing innovation outreach aims to broaden MSMEs' perspectives by introducing practical, relevant, and affordable strategic alternatives. Through a participatory and educational approach, the initiative seeks to provide applicable, empowering, and sustainable solutions.

Moreover, this Community Service activity represents the contribution of higher education institutions in supporting the national agenda of MSME empowerment and post-pandemic economic recovery, while also addressing the challenges of an increasingly dynamic

global economy. Therefore, the significance of this program extends beyond the local economy and aligns with the broader goals of inclusive and resilient national development.

The importance of the Community Partnership Program Community Service themed "Marketing Innovation Outreach for MSMEs in Response to Rising Trade Tariffs," lies in its strategic role in assisting and empowering the MSME sector, especially amid increasingly complex economic challenges. The rise in trade tariffs, whether due to economic policy changes, fluctuating raw material prices, or higher distribution cost, has become an additional burden for MSME players, many of whom lack robust business and marketing systems. In this context, PkM is not only relevant but also urgently needed.

Through this program, MSMEs are equipped with new knowledge and skills in innovative marketing strategies that are more adaptive to changing market conditions. They are introduced to digital marketing approaches, effective use of social media, utilization of e-commerce platforms, and the development of a more targeted marketing mix. This initiative also serves as a collaborative bridge between academia and the business world, enabling the direct application of academic research and expertise by lecturers and students to meet real community needs.

Beyond increasing sales and product visibility, this Community Service supports sustainable local economic empowerment. With direct mentoring from universities, MSMEs gain not just short-term support but also long-term foundations for better business management. This aligns with the university's Tri Dharma principle of community service, providing real contributions to public welfare through the transfer of knowledge, technology, and innovation.

Therefore, this program is not only essential for helping MSMEs cope with rising trade tariffs but also crucial in fostering a resilient, independent, and competitive small business ecosystem in an increasingly digital and globalized economy.

2. THEORY

Marketing mix refers to the combination of marketing elements used to effectively promote and sell a product or service. This concept is commonly known as the 4Ps, which include Product, Price, Place, and Promotion. The product offered by MSMEs must be of good quality and aligned with consumer needs and preferences. Product differentiation or uniqueness is also important so it can stand out in the market. Setting the right price is crucial, as it influences consumer appeal and the product's market positioning; a price that is too high may reduce purchasing interest, while a price that is too low could harm the business (Kotler & Keller, 2018);(Sulistiyawati & Widayani, 2020).

The Place element relates to the distribution channels used to make the product accessible to consumers, whether through physical stores, online marketplaces, or social media platforms. Lastly, Promotion involves all activities aimed at introducing and marketing the product to customers through various channels, such as traditional and digital advertising, discount campaigns, or loyalty programs (Supriyanto & Taali, 2022).

As the market evolves, the marketing mix has expanded beyond the original 4Ps to include 5Ps and 7Ps, adding elements like People those involved in the marketing and delivery of the product and Process and Physical Evidence, which focus on service quality and tangible cues that reinforce the perceived quality of the product (Ilmi & Zulkarnain, 2023).

By understanding and implementing an appropriate marketing mix, MSMEs can enhance their competitiveness, broaden their market reach, and build long-term relationships with customers (Riptiono, 2022).

Marketing strategy is a long-term plan designed to achieve marketing goals in an effective and structured manner. One key strategy is market segmentation and targeting, which involves dividing the market into groups of consumers with similar characteristics and then selecting the right segment to focus on. Afterward, product positioning becomes essential, aiming to differentiate the product from competitors by highlighting its uniqueness or advantages (Yunsepa & Saputra, 2023).

Product innovation is also a critical strategy, requiring MSMEs to continuously adapt to market trends and develop products that align with consumer needs. Digital marketing and social media have become highly effective for reaching broader audiences at lower costs, using platforms like Instagram, Facebook, or TikTok (Hamid, 2022).

Additionally, experience-based marketing can build emotional connections with consumers through events or product demonstrations that offer direct interaction. Personalized and relevant marketing strategies, which rely on data and analytics to tailor campaigns to consumer preferences, are also highly effective. Collaborations and partnerships with other businesses or influencers can help expand market reach, while word-of-mouth marketing leverages recommendations from satisfied customers to strengthen product credibility. Loyalty programs and customer retention strategies are important for keeping existing customers by offering incentives for repeat purchases (Ofiac et al., 2015).

Lastly, local marketing is especially effective for MSMEs as it helps them build direct relationships with their communities. By implementing the right marketing strategies, MSMEs can increase visibility, strengthen customer relationships, and remain competitive in a challenging market environment (Sulaeman, 2020).

Innovation in the development of Micro, Small, and Medium Enterprises (MSMEs) is a crucial strategic step to enhance competitiveness, expand market reach, and ensure business sustainability. One of the key aspects of MSME innovation is product innovation, where MSMEs must continuously develop products that are unique, high-quality, and relevant to the ever-changing needs of consumers. This may include creating new product variants, improving quality, or aligning with emerging market trends (Nur et al., 2023).

In addition, process innovation is essential for increasing efficiency and reducing production costs. By adopting new technologies in production processes and supply chain management, MSMEs can deliver better-quality products and services at lower costs. Digital marketing is another vital innovation, enabling MSMEs to broaden their market reach through social media and e-commerce platforms used to promote and sell products more widely (Hasanah & Riofita, 2024).

Innovating the business model, such as implementing a subscription-based system or O2O (online-to-offline) model, can also open new market opportunities. Providing responsive and personalized customer service plays a significant role in building loyalty, with tools like chatbots or customer service apps helping to improve the quality of interactions. Sustainability has also become a focus of innovation, with MSMEs adopting eco-friendly practices and using recyclable materials appealing to environmentally conscious consumers (Deviastri & Annisa, 2022).

Moreover, partnerships and collaborations with other businesses or research institutions can further enhance innovation potential and create opportunities for developing new products or technologies. By adopting continuous innovation across various aspects of their operations, MSMEs can improve efficiency, expand market access, and build stronger relationships with their customers (Riptiono, 2022).

3. RESEARCH OF METHOD

Implementation Method

This Community Service Program was carried out using a participatory socialization and educational approach through online media, aiming to reach participants from various locations and to align with technological advancements in communication relevant to the context of MSME marketing innovation. The event took place on Tuesday, April 22, 2025, from 09:00 to 12:00 WIB, organized by STEKOM University Semarang and was open to the public, with a primary target audience of students, professionals, and MSME practitioners. A total of 105 participants attended the event.

The implementation method was divided into several stages: preparation, execution, and evaluation. The preparation stage included team coordination, preparation of the socialization materials, distribution of invitations, and publication through social media and MSME partner networks. The platform used for the event was a video conferencing application, chosen for its broad accessibility and participants' familiarity with the tool.

During the implementation stage, the event began with opening remarks from the university and organizing committee, followed by the main presentation session on innovative MSME marketing strategies in response to rising trade tariffs. The material was delivered interactively by a speaker with expertise in digital marketing and MSME empowerment. A discussion and Q&A session was included to encourage active participation from attendees, making the event not only informative but also dialogic and reflective of the real needs of MSME actors.

After the presentation and discussion, the event concluded with a summary and completion of an evaluation form by participants to assess the effectiveness of the event and collect suggestions for future improvements. Additionally, the event was systematically documented as part of accountability reporting and as proof of implementation. The outcome of this activity is expected to have a direct impact on enhancing the marketing capacity of MSME participants and fostering collaboration between academia and the business sector in facing the evolving economic challenges.

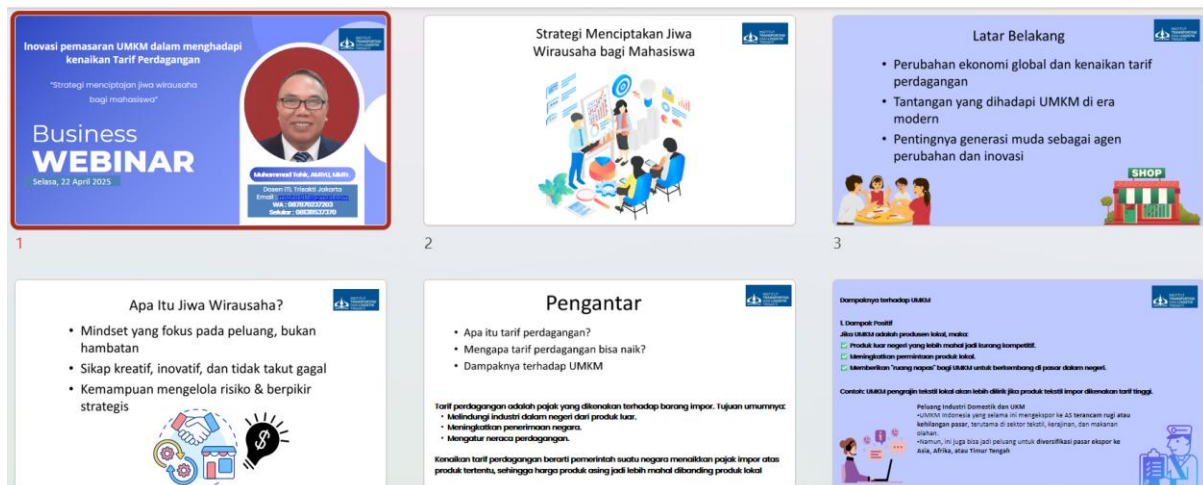


Figure 1. Persentation File

4. RESULT AND DISCUSSION

Implementation Method

This Community Service activity was carried out using a participatory socialization and educational approach through online media, in order to reach participants from various locations and adapt to technological advancements in communication that are relevant to the context of MSME marketing innovation. The event was held on Tuesday, April 22, 2025, from 09:00 to 12:00 WIB. It was organized by STEKOM University Semarang and was open to the public, with the main target audience being students, practitioners, and MSME players. A total of 105 participants attended the event.

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Following the material delivery and discussion sessions, the event concluded with the presentation of a summary and the completion of an evaluation form by participants to assess the effectiveness of the event and gather feedback for improving similar future activities. In addition, the event was systematically documented as a form of accountability and proof of execution. The results of this activity are expected to have a direct impact on improving the marketing capacity of MSME players and to foster collaboration between the academic world and the business sector in addressing the continuously evolving economic challenges.

Discussion

The socialization activity on marketing innovation, conducted to support the sustainability of MSMEs in facing rising trade tariffs, provided crucial insights into the importance of adapting business strategies amidst global economic dynamics. Although trade tariff increases are part of macroeconomic policy, they have a real impact on the micro sector,

especially MSMEs, which often rely heavily on raw materials and distribution channels affected by such tariffs. Therefore, innovative and efficient marketing strategies become one of the key solutions to help MSMEs maintain their existence and even enhance their product competitiveness.

The socialization activity, conducted through an online method, proved effective in reaching MSME actors from various regions and offered a space for active participation through interactive discussions. The outcomes of the event revealed that most participants were not fully aware of the importance of digital marketing, but after attending the session, they expressed great enthusiasm to apply it in their business activities. This indicates a significant need for digital marketing education, and academic intervention through community service is both relevant and impactful. Topics such as the use of social media, branding, storytelling, and the use of marketplaces were among the most popular because of their practical nature and direct relevance to the real challenges faced by MSMEs.

Moreover, discussions on the importance of data and analytics in crafting marketing strategies opened up new perspectives for business owners who had been running their businesses conventionally. By understanding consumer behavior through simple data like product preferences, purchase times, and customer locations, MSMEs can tailor their marketing approaches in a more targeted and efficient manner. The awareness of the importance of customer service and building long-term relationships through Customer Relationship Management (CRM) was also highlighted, considering that customer loyalty is a major asset in maintaining business stability amid economic uncertainty.

This activity clearly demonstrated that MSMEs have strong growth potential when given access to information, relevant training, and ongoing support. The community service program not only provided new knowledge but also fostered a collective awareness that marketing innovation is a necessity, not an option. Especially under the pressure of tariff policies, MSMEs can no longer rely on outdated, passive strategies, they must actively seek opportunities and reach markets through smarter, more creative, and more efficient methods.

Thus, this initiative made a tangible contribution to enhancing the capabilities of MSMEs, not only in technical aspects of marketing but also in shaping an entrepreneurial mindset that is adaptive and oriented toward sustainable growth. Moving forward, collaboration between educational institutions, the government, and the private sector will be essential to creating a resilient and innovative MSME ecosystem capable of navigating the increasingly complex global economic challenges.

5. CONCLUSION AND RECOMMENDATIONS

This Community Service activity demonstrates that socializing marketing innovation for MSME actors is highly relevant and urgent, especially in facing external challenges such as rising trade tariffs. MSMEs, as a key pillar of the national economy, require support in the form of practical education that can help them adapt to changes in cost structures and market dynamics. Through this activity, participants gained new insights into the importance of digital marketing, branding strategies, social media utilization, as well as effective and efficient promotional techniques.

The positive response from participants and their enthusiasm to implement the strategies shared show that MSME actors have a strong desire to grow. However, they are often limited by access to information and adequate guidance. Therefore, activities like this serve as a strategic platform that not only provides short-term solutions but also establishes a foundation for adaptive and innovative thinking in the long term.

With increased marketing literacy and digital skills, it is expected that MSMEs can become more resilient in facing economic pressures, enhance the competitiveness of local products, and expand their markets independently. To ensure the sustainability of the impact of this activity, continuous synergy between higher education institutions, the government, and the MSME community is needed to create an inclusive, participatory empowerment ecosystem focused on sustainable growth.

Based on the results of the marketing innovation socialization activity for MSMEs in facing rising trade tariffs, several recommendations can help improve the effectiveness and impact of similar activities in the future. First, the improvement of ongoing education and mentoring access is crucial, as the majority of MSME participants demonstrated a strong desire to enhance their marketing skills. It is therefore recommended that such activities be held regularly and not just as one-time events. Providing advanced, in-depth training programs, along with direct mentoring—such as digital marketing coaching sessions involving marketing practitioners and MSME experts—would be highly beneficial. Second, there is a need to simplify access to digital platforms. While the use of social media and marketplaces was a core topic in the socialization, some MSME participants expressed challenges in starting or managing digital accounts. More detailed training, including step-by-step guides and the provision of video tutorials or infographics, could help address these difficulties.

Third, building networks and collaboration among MSMEs is essential to overcoming economic challenges. Creating active discussion forums or MSME communities—both online and offline—can foster such collaboration and open new opportunities in marketing, raw

material sourcing, and business capital access. Fourth, there should be a stronger focus on product innovation and market diversification. To respond effectively to the rising trade tariffs and associated production costs, MSMEs must be encouraged to innovate and explore both local and international markets. Organizing sessions dedicated to product development and market trend analysis can enhance MSMEs' adaptability and resilience. Finally, government involvement is necessary, particularly in providing accessible and affordable digital infrastructure. Government support can also include facilitating MSMEs' access to financing programs aimed at helping them adopt new marketing technologies and expand their market reach.

These recommendations should be considered in planning future activities to strengthen MSMEs' adaptability to economic changes and improve their competitiveness. Through robust collaboration among stakeholders—including higher education institutions, government bodies, and the private sector—MSMEs can be expected to grow more rapidly and sustainably.

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We would also like to thank all the relevant parties, including the government, MSME partners, and communities, for their moral and material support, which has made this event successful. We hope that this activity will provide significant benefits for the development of MSMEs and serve as a good starting point to enhance the competitiveness and sustainability of micro, small, and medium enterprises in Indonesia.

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