

The Implementation of Mobile Marketing by Employing Participatory Action Research

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ABSTRACT

Jayamekar Village is renowned for its stone mortar craftsmanship, yet most entrepreneurs still rely on traditional marketing, limiting market reach. Despite the products' cultural value, promotion remains localized, limiting sales growth. This study implements mobile marketing to enhance digital strategies for increased sales and improved product image. Using the Participatory Action Research (PAR) method, entrepreneurs actively participate in training on digital platforms such as WhatsApp Business, Facebook Ads, and Shopee over four weeks. Results showed notable improvements: regular customers increased from 10 to 14–20, monthly transactions rose from 25 to 35, social media engagement surged from 30 to 250 interactions, and online sales grew from 5 to 30 units. Entrepreneurs who adapted quickly became role models, fostering collaboration. The study highlights mobile marketing's role in accelerating digital transformation for local products, contributing to economic growth. Unlike previous research on MSMEs, this study emphasizes direct engagement through PAR, ensuring practical application and sustainability. Future studies should explore long-term evaluations and alternative digital platforms for broader market reach.

Keywords: *Entrepreneurs, Local Wisdom, Mobile Marketing*

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INTRODUCTION

The rapidly developing digital era has made technology a major factor in increasing business competitiveness, including for micro and small business actors (MSMEs). Changes in people's consumption patterns that increasingly rely on digital technology in searching for and purchasing products require business actors to adapt to more modern marketing strategies (Alda et al., 2023). One of the effective strategies for increasing market reach and business image is mobile marketing, namely the use of mobile device-based technology for marketing and promotional activities.

Mobile marketing is a marketing strategy that uses mobile devices such as cell phones and tablets to reach customers more personally and flexibly (Yuliana et al., 2023). This concept includes various approaches, such as application-based marketing, social media, short messages (SMS), and e-commerce platforms. The

effectiveness of mobile marketing in the MSME sector has been proven in various studies, according to Wati, SK, Fadhilah, M., & Widodo, E. K (2024), using mobile applications in MSMEs in Indonesia can increase business efficiency and expand market reach. However, this study is still general and has not specifically highlighted how business actors with limited digital literacy can adopt mobile marketing. Meanwhile, Anjani (2024) researched the implementation of digital marketing in digital business strategies, but the focus was more on MSEs that already had a good digital literacy foundation. Therefore, a research gap exists in understanding how mobile marketing strategies can be implemented effectively for business actors with limited digital literacy, such as in Jayamekar Village.

Jayamekar Village has several stone pestle-and-mortar business entrepreneurs, most of whom are elderly and accustomed to traditional business running. The process of making this stone pestle and mortar is a superior product that requires special skills and has been passed down from generation to generation. However, despite having high cultural value, this original stone pestle or mortar product is still marketed in a very limited way, namely by going from house to house (door to door) to offer the product. Although it has long been a tradition, this method is insufficient to help these business actors compete in a wider market.

Based on a survey conducted on business actors in Jayamekar Village, as many as 28 out of 30 business actors still rely on traditional marketing through direct sales to customers without utilizing digital media. In addition, business actors find it difficult to use digital platforms for marketing due to limited technological knowledge. This data shows that traditional marketing has limitations in reaching a wider market and is less effective in increasing business competitiveness in the current digital era.

Along with the rapid development of technology and increasingly tight business competition, business actors in Jayamekar Village must update their marketing strategies for *clean* products. One effective way to overcome this problem is to utilize mobile marketing through digital platforms like WhatsApp Business, Facebook, and Shop (Januardani, FD et al., 2023). In line with this, for this technology to be utilized effectively, assistance is needed in digital literacy for business actors, the majority of whom are elderly and less skilled in using technology. The assistance provided is not only limited to teaching how to use the application but also involves an in-depth understanding of utilizing social media and e-commerce platforms to increase product visibility and competitiveness. In this case, assistance includes creating a WhatsApp Business account, marketing strategies on Facebook, and how to manage an online store on Shopee to introduce the products of these business actors to a wider market.

Based on the problems described, this study has a main hypothesis: "Personal coaching-based mentoring in the implementation of mobile marketing can improve the understanding and digital marketing skills of business actors in Jayamekar Village and contribute to increasing competitiveness and product sales." Thus, this study aims to develop a personal coaching-based mentoring model that can assist business actors in understanding and implementing digital marketing strategies effectively, even though business actors have limitations in

digital literacy. This approach helps business actors expand their market reach without eliminating the cultural values that have become part of the product's identity. In addition, business actors can also compete competently with other business actors outside the village who have previously utilized technology in their marketing strategies. This digital-based marketing innovation is expected to increase sales, improve business image, and maintain the sustainability of local wisdom, which is the hallmark of the products of business actors in Jayamekar Village.

METHOD

The research method in this community service employed the Participatory Action Research (PAR) approach, which actively involves business actors in every research stage, from planning to evaluation. The main focus of this research is to implement mobile marketing to increase the number of sales and the image of business actors of local wisdom-based products, especially the manufacture of original stone mortars in Jayamekar Village. This approach was chosen since it is by the characteristics of the Jayamekar Village community who still rely on traditional marketing methods, so direct involvement is needed to ensure the effectiveness of the application of digital technology.

This study involved 30 original stone mortar (*cobek*) business actors in Jayamekar Village as samples. The sample criteria used in this study included business actors who had been running a business for at least two years, still using traditional marketing methods. They were willing to participate in mentoring and evaluation programs during the study. Data were collected through three main techniques: interviews, observations, and surveys. Interviews were conducted to explore business actors' understanding of mobile marketing and the obstacles faced by business actors in digital marketing. Observation is used to mentor how marketing strategies were implemented pre- and post-mentor directly. Meanwhile, a survey with a questionnaire was utilized to measure changes in the understanding and skills of business actors after receiving mentoring.

Data analysis was conducted descriptively by comparing marketing conditions before and after the implementation of mobile marketing. To ensure the validity of the research results, the triangulation method was used, namely interviews, observations, and surveys. The stages of this research follow the Participatory Action Research (PAR) model, which consists of several main steps. The first stage is problem identification, in which interviews and observations are conducted to understand the main challenges in marketing faced by business actors. After that, the planning stage involves business actors developing digital marketing strategies adjusted to product characteristics and market conditions. At the implementation stage, business actors receive direct assistance in creating accounts and managing marketing through digital platforms such as WhatsApp Business, Facebook, and Shopee. In the observation and reflection stage, the development of business actors in implementing the strategies learned is observed, and discussions are held to provide input and improve strategies. The revision and development stage is based on the evaluation results to ensure that implemented strategies can continue and develop according to business needs.

The mentoring program evaluation is conducted weekly for four weeks to assess the understanding and skills of business actors in implementing digital marketing strategies. This evaluation aims to identify obstacles faced and provide solutions that can be implemented immediately. At the end of the program, an overall assessment is conducted to measure the effectiveness of mentoring in improving digital marketing and its impact on sales.

RESULTS AND DISCUSSION

Along with the development of digital technology, online marketing has become a critical aspect of business management. Amid increasingly tight market competition, especially for products based on local wisdom, mobile marketing offers great opportunities for business actors to expand market reach and increase sales figures (Utami et al., 2024). The mobile marketing implementation program in Jayamekar Village for local wisdom-based product entrepreneurs, such as stone pestles (*cook*), shows how technology can support more efficient and effective marketing and improve the image of business actors' products in the wider market.



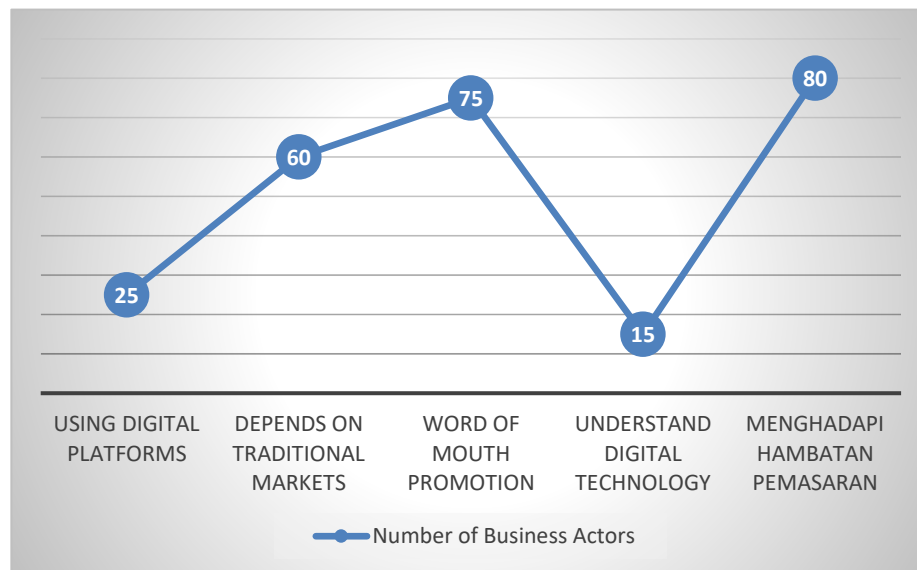
Figure 1. Original Stone Pestle and Mortar

Jayamekar Village, famous for its stone pestle crafts, has great potential to develop this business. However, numerous business actors still rely on traditional marketing methods limited to the local market. Through information and communication technology development, opportunities to market products to a wider audience are wide open. Mobile marketing, which utilizes mobile devices and internet-based applications, is relevant. Business actors can use platforms such as WhatsApp Business, Facebook Ads, and Shopee to promote products effectively and efficiently.

This community service aims to empower stone pestle-and-mortar business actors in Jayamekar Village by utilizing digital technology, especially in terms of marketing through mobile marketing. Jayamekar Village, famous for its stone mortar crafts, has great potential in marketing products based on local wisdom. This program is designed with a Participatory Action Research (PAR) approach, which prioritizes the active involvement of the community, in this case, business actors, in every stage of the activity. This approach was selected due to the characteristics of the Jayamekar Village community who still rely on traditional marketing methods and are skeptical of technology.

The initial stage of this program begins with a survey to identify the initial conditions of business actors, both in terms of the number of businesses involved, the level of understanding of technology, and obstacles in marketing stone-mortar

products. This survey also aims to measure the potential for digitalization in increasing market access for business actors.



Graph 1. Marketing Procedures for *Cobek* Business Actors in Jayamekar Village

Based on the data, most stone-mortar business actors in Jayamekar Village still rely on traditional marketing methods. As many as 60 business actors still rely on traditional markets, while 75 business actors rely more on word of mouth to reach customers. Only 25 business actors have used digital platforms as a marketing medium, indicating that the adoption of digital technology is still low among business actors. In addition, understanding digital technology is still a major challenge, with only 15 business actors having a sufficient understanding of digital technology. As many as 80 business actors also face marketing obstacles, including limited access to a wider market, lack of digital literacy, and minimal assistance in utilizing digital technology. Although this stone-mortar product has high cultural value and wide market potential, most business actors have not used digital platforms for marketing. Most business actors still rely on traditional markets and word of mouth.

After identifying the initial needs and conditions, the program continues with basic training in digital marketing. The first training provided is on WhatsApp Business, a very popular platform among Indonesians. This training includes creating a WhatsApp Business account, managing product catalogs, and utilizing auto-reply and statistics features to track customer interactions. In addition, business actors are also given an understanding of how to use WhatsApp to communicate more efficiently and reach customers directly.

The next training focuses on Facebook Ads as a tool to reach a wider audience. Business actors are given an understanding of how to create paid ads, target audiences based on location, interests, and demographics, and manage advertising budgets effectively. In addition, business actors are also introduced to Shopee, a very popular e-commerce platform in Indonesia. This training covers the creation and management of online stores, techniques for writing attractive product descriptions, and strategies for managing stock and shipping goods.

Business actors who initially had no experience in selling online can now use Shopee to expand their market.

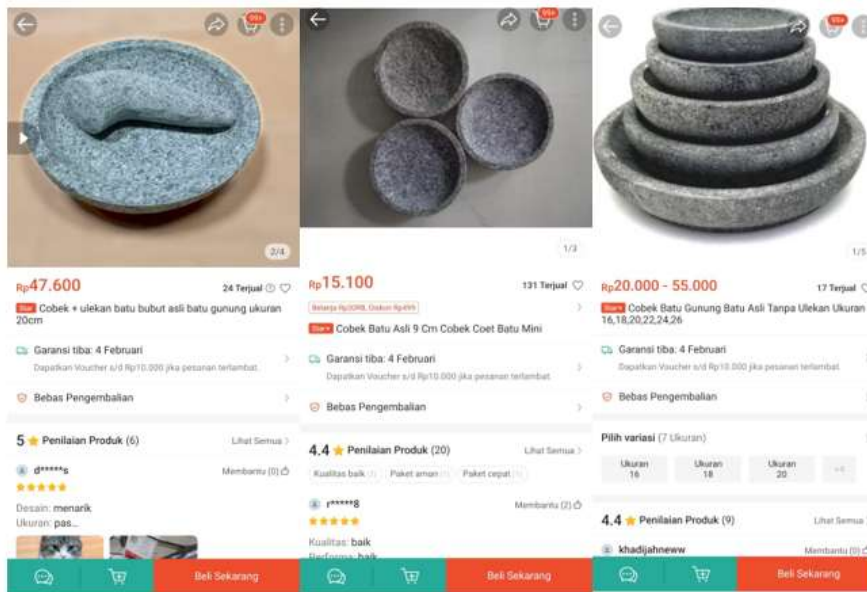


Figure 2. Mobile Marketing Through Shopee Application

The program is continued with personal mentoring or individual coaching for four weeks. This mentoring aims to provide direct guidance to each business actor so that they can implement the knowledge gained in the training. This mentoring is critical considering the varying levels of understanding between one business actor and another. Some business actors master technology more quickly, while others need more time and specific guidance. In coaching, business actors are taught to manage WhatsApp Business and Shopee accounts more effectively. Mentors also advise on digital marketing techniques, such as creating attractive Facebook ads and strategies for utilizing new features on digital platforms.

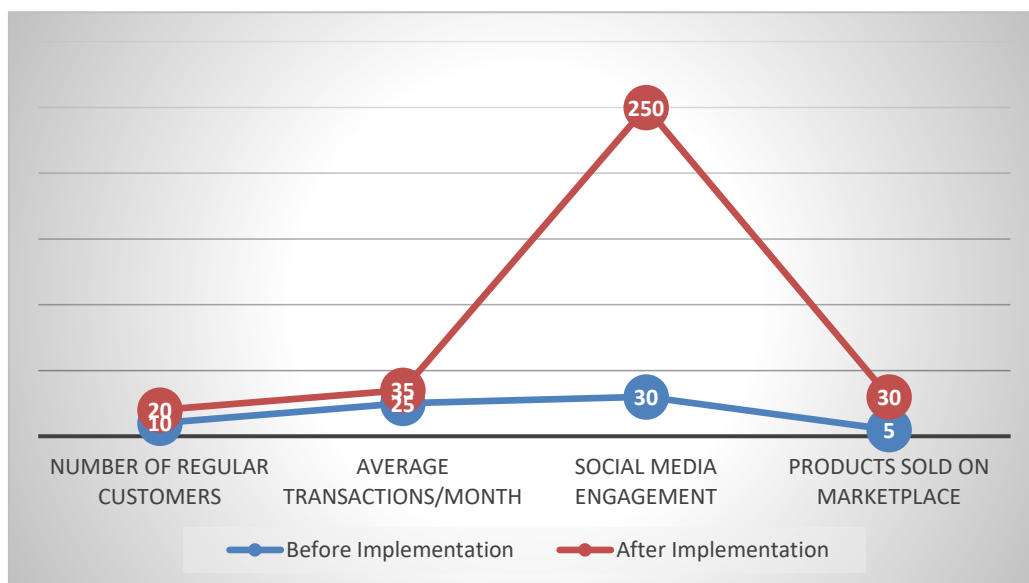


Figure 3. Mobile Marketing Through Social Media Facebook

The mentoring program also includes weekly evaluations, which are conducted to assess entrepreneurs' progress, identify obstacles that entrepreneurs face, and provide appropriate solutions. Every week, entrepreneurs are demanded to report the results achieved, such as the number of customer contacts obtained through WhatsApp, Facebook ad clicks, or Shopee transactions. This evaluation

allows entrepreneurs to get direct feedback from mentors and improve their marketing strategies.

During the four-week mentoring, several behavioral changes in marketing will appear, one of this program's most striking results. Before the program, most business actors relied more on traditional marketing methods, such as selling products in local markets or relying on word-of-mouth referrals. However, after participating in training and mentoring, many business actors began to understand the importance of utilizing technology to expand the business actors' market reach. Business actors began using WhatsApp Business to communicate with customers, utilizing Facebook Ads to introduce products to a wider audience, and managing online stores on Shopee to market stone mortars to the digital market. In measuring this program's effectiveness, quantitative data was compared before and after the implementation of mobile marketing.



Graph 2. Comparison of Marketing Mortar and Pestle Between Before and After Implementation of Mobile Marketing

The data above shows that there has been a significant increase in various aspects of marketing and sales after the implementation of mobile marketing. The number of regular customers increased from around 10 to 14 to 20 individuals, and the average monthly transaction increased from around 25 to 35. In addition, social media engagement, such as likes, shares, and comments, increased from 30 to 250 interactions, while the number of products sold through the marketplace increased from 5 units to 30 units.

In addition to changes in marketing methods, the program also contributed to the emergence of local leaders among business actors. Several business actors who were quicker to understand and implement technology became examples for other business actors. Business actors not only became role models in terms of adopting technology but also inspired other business actors to participate in this change. These local leaders began to share experiences with their peers, hold informal meetings to discuss marketing strategies and provide advice to struggling

businesses. This shows that the change process is both individual and collective, where new knowledge and skills are shared with the community at large.

The results of this study are closely related to digital marketing theory, which emphasizes the importance of technology in expanding market reach and increasing customer engagement (Cahyani, D.R., 2024). In the context of MSMEs, mobile marketing can provide an effective solution for improving the competitiveness of products based on local wisdom. This strategy aligns with the "Digital Marketing Funnel" concept, which consists of the stages of awareness, consideration, and conversion (Purba, PM, & Suendri, S. 2024). Implementing WhatsApp Business, Facebook Ads, and Shopee contributes to optimizing each stage in the digital marketing funnel.

This assistance regarding mobile marketing creates new awareness regarding the importance of local wisdom-based products in digital marketing. *Cobek* Stone business actors know that their products have high cultural value and can be promoted more professionally through technology. To increase appeal on digital platforms, business actors focused on more detailed marketing aspects, such as product packaging, product descriptions, and attractive product photos (Sifwah et al., 2024). This improves the image of the business actors' products and contributes to preserving the local wisdom values contained in the stone mortar products.

The implementation of mobile marketing in Jayamekar Village showed positive results in increasing sales and the image of stone mortar products. In this case, several external factors also play a role in increasing sales. Market trends show growing public interest in products based on local wisdom; government support through MSME empowerment programs helps in product marketing, and promotions from third parties, such as influencers and digital communities, introducing stone mortar products to a wider audience. In addition, increasing customer awareness of the importance of using quality local products is also a contributing factor to the success of this marketing strategy.

One of the positive impacts of implementing mobile marketing is improving the image of the stone mortar product. Before this program was implemented, the stone mortar product was less well-known outside Jayamekar Village and sold only conventionally. However, after the program was implemented, many customers gave positive testimonials on social media, such as "*The stone mortar from Jayamekar Village is of very high quality! Very durable and suitable for cooking!*" and "*I found out about this product from a Facebook ad, very satisfied with the quality!*". Engagement on social media also increased from an average of 30 interactions to more than 250 interactions per post, indicating an increase in customer awareness and interest in the product. However, several issues need to be considered further. Although most business actors can adopt digital technology well, some business actors still have difficulty optimizing the use of digital platforms, especially those related to paid advertising on Facebook and managing online stores on Shopee. This shows that although technology has been widely adopted, some business actors still need further assistance to overcome the technical difficulties that business actors face.

In addition, despite changes in how a product is marketed, the biggest challenge faced by business actors is maintaining consistency in using technology sustainably. The training and mentoring program carried out for four weeks succeeded in providing a sufficient basic understanding of digital marketing, especially mobile-based marketing, but to ensure the sustainability of the use of this technology, more intensive and sustainable mentoring is needed.

CONCLUSION

The implementation of mobile marketing in increasing the number of sales and image of local wisdom-based product entrepreneurs in Jayamekar Village has shown significant results. Through the Participatory Action Research (PAR) approach, entrepreneurs are given training and actively involved in developing and implementing digital marketing strategies. Training that includes using digital platforms such as WhatsApp Business, Facebook Ads, and Shopee has provided entrepreneurs with new knowledge and skills in managing digital marketing. This approach has succeeded in assisting entrepreneurs to reach a wider audience, not limited to the local market. As a result, most entrepreneurs have succeeded in optimizing this technology to introduce the stone-grinding products of entrepreneurs to a larger market. In addition, entrepreneurs who are quicker to master technology and digital marketing act as local leaders who set an example for other entrepreneurs to adopt similar strategies, strengthen the program's sustainability and increase collaboration within the community.

In line with this, although most business actors have adopted mobile marketing, some still have difficulty optimizing digital platforms, especially in terms of paid advertising and managing online stores on Shopee. In addition, this success also shows the importance of broader digital awareness among business actors. Therefore, more time and attention are needed to ensure this technology can be used sustainably in the long term. Although there has been significant progress in terms of implementing technology, the biggest challenge remains in the ongoing commitment to utilizing ever-evolving marketing technology.

This community service shows that mobile marketing has great potential to drive social and economic transformation in communities based on local wisdom as long as it is supported by ongoing training and active involvement from business actors. However, several limitations in this study need to be noted. One of them is the relatively short duration of the service, which limits the opportunity to evaluate the long-term impact of mobile marketing implementation on business actors. In addition, several technical challenges, such as limited internet access in some areas and business actors' lack of initial understanding of digital technology, are obstacles to adapting this digital marketing strategy. As a suggestion for further development, a long-term evaluation of the implementation of mobile marketing is needed to measure its effectiveness on an ongoing basis. In addition, exploration of other more effective digital platforms, such as TikTok Shop or Instagram Shopping, can be an alternative to increase market reach and the effectiveness of digital marketing strategies for business actors in Jayamekar Village.

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