SNCSR: Siber Nusansara of Community Service Review
E-ISSN: 3089-0969
+62 822 1012 3600 https://research.e-siber.org/SNCSR siberpublisher.info@gmail.com
DOI: https://doi.org/10.38035/sncsr.v2i2
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Received: 15 April 2026 | **Revised:** 28 April | **Accepted:** 05-Mei-2026

Education on Revenue Increase Strategies and Business Sustainability through Digital-Based Promotion, Management Strengthening, and Business Innovation

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Abstract: This community service activity aims to increase the income and business sustainability of micro and small businesses through the implementation of digital-based promotional strategies, strengthening business management, and product and service innovation. The main problems faced by partners include limited use of digital technology, weak financial and operational management, and a lack of product differentiation in the market. The implementation method includes training, mentoring, and periodic evaluations focused on optimizing social media, marketplaces, and the use of simple digital tools for marketing. In addition, managerial capacity is strengthened through the preparation of simple bookkeeping, business planning, and quality control. Business innovation is developed through product diversification, increasing added value, and adapting to market needs. The results of the activity show an increase in partners' understanding and skills in digital marketing, improvements to business management systems, and increased product competitiveness. The resulting impact is seen in an increase in the number of customers, expansion of market reach, and an increase in business turnover. Thus, this integrated strategy has proven effective in driving revenue growth while maintaining sustainable business sustainability in the digital economy era.

Keywords: Revenue Increase, Business Sustainability, Digital-Based Promotion, Management Strengthening, Business Innovation

INTRODUCTION

The rapid development of the global economy, coupled with advances in information and communication technology, has triggered significant transformations across various business sectors (Indarto, 2024). Digitalization has not only affected large corporations but has also had a significant impact on micro, small, and medium enterprises (MSMEs). In Indonesia, MSMEs play a crucial role as the mainstay of the economy, both in creating jobs and contributing to Gross Domestic Product (GDP). However, amidst these rapid changes, MSMEs still face various challenges that hinder their business development and sustainability (Riptiono, 2022).

One of the main obstacles faced by MSMEs is the limited use of digital technology, particularly in promotion and marketing. Consumer behavior has changed significantly, with people increasingly using the internet to search for product information, compare prices, and make purchases. Social media and marketplaces have become essential tools for communicating with consumers and expanding market reach (Helena Louise Panggabean et al., 2023). However, many businesses lack an optimal understanding of digital marketing strategies, thus under-utilizing existing opportunities.

Furthermore, problems in business management also pose a significant challenge. Many MSMEs still operate conventionally without the support of a robust management system, particularly in financial record-keeping, business planning, and resource management (Hartato & Handoyo, 2021). This makes it difficult to evaluate business performance, determine development direction, and anticipate various risks. Weak management also impacts operational efficiency and competitiveness amidst increasingly fierce market competition (Nur, Gultom, Dewi, & Maliki, 2023).

On the other hand, innovation is a crucial factor in maintaining business sustainability. Innovation is not limited to creating new products but also encompasses improving service quality, packaging design, and developing more effective distribution strategies (Ikhsan, Devi, & Kosim, 2020). Innovative businesses tend to be better able to adapt to market needs and have a greater chance of survival. However, limited access to information and knowledge often hinders the development of sustainable innovation (Warnaningtyas, 2020).

In such circumstances, community service activities are a strategic solution to address the knowledge and skills gaps among MSMEs. Through a systematic and sustainable approach, these activities can make a real contribution to improving the capacity of business actors, both in digitalization, management, and innovation. The mentoring provided is practical and tailored to real needs on the ground (Sulaksono, 2020).

Utilizing digital promotions has proven to play a significant role in increasing business revenue. With the right strategy, MSMEs can reach a wider market at a relatively efficient cost. Platforms like Instagram, Facebook, TikTok, and marketplaces like Shopee and Tokopedia offer significant opportunities for marketing their products. However, digital marketing success is not solely determined by a presence on these platforms, but also by the ability to create engaging content, understand algorithmic systems, and build effective interactions with customers.

Strengthening business management is also a crucial aspect in supporting business sustainability. Good management enables businesses to have a more transparent and organized financial system. Furthermore, thorough business planning helps determine development direction and identify opportunities and challenges. This allows for more informed and strategic business decisions.

Furthermore, business innovation is crucial for increasing competitiveness. Innovation can be achieved through product development, quality improvement, and more attractive and environmentally friendly packaging designs. Innovation can also be applied to services, such as ease of ordering and distribution, and enhancing the customer experience. Businesses that consistently innovate will have a stronger competitive advantage.

This community service program is designed to provide solutions to various problems faced by business partners. Activities are carried out through training, mentoring, and regular evaluations to ensure program effectiveness. Training focuses on improving competency in digital marketing, business management, and product innovation. Meanwhile, mentoring aims to assist with direct implementation in daily business activities.

Evaluation is also a crucial part of this program, measuring success and identifying obstacles encountered during implementation. Evaluation results are used as a basis for future program improvements. Thus, this activity is expected to have a sustainable impact, not only in the short term but also in the long term.

The role of universities in community service activities is crucial, particularly in providing directly applicable scientific contributions. Collaboration between academics and business actors is expected to produce innovative solutions relevant to community needs. Furthermore, student involvement provides practical experience while increasing social awareness.

In the face of increasingly fierce global competition, adaptability is a key factor in business success. MSMEs are required not only to survive but also to thrive and compete in a broader market. Therefore, integrated efforts are needed to increase the capacity of business actors, especially in the areas of digitalization, management, and innovation.

Through this community service activity, it is hoped that MSMEs can improve their competency in managing their businesses professionally and adaptively. Thus, increasing revenue and business sustainability is not merely a short-term goal but also the foundation for sustainable business growth in the future. This introduction serves as an important foundation in explaining the background, issues, and urgency of implementing this community service activity, which focuses on strategies for increasing revenue and business sustainability through digitalization, management strengthening, and business innovation.

The increasingly digitalized business environment demands that businesses, particularly micro, small, and medium enterprises (MSMEs), adapt quickly and effectively. Advances in information technology, increased internet access, and a shift in consumer behavior toward digital activities have rendered conventional business approaches inadequate for maintaining competitiveness. Therefore, implementing strategies for increasing revenue and business sustainability through digital promotion, management strengthening, and innovation is crucial and cannot be ignored.

One of the main reasons reinforcing this urgency is the still low level of digital technology utilization among MSMEs. Although various digital platforms are readily available and easily accessible, many businesses are unable to utilize them optimally. Limited understanding, lack of technical skills, and inadequate mentoring are major obstacles to the digital transformation process. Consequently, opportunities to expand markets, increase product exposure, and build relationships with consumers are limited.

Furthermore, weaknesses in business management are also a problem that requires immediate address. Many MSMEs lack a robust management system, particularly in financial record-keeping, business planning, and operational control. This situation makes it difficult to make strategic decisions and increases the potential risk of loss. Without structured management, businesses will struggle to grow sustainably and are more vulnerable to changing market conditions.

Furthermore, high levels of market competition require businesses to continuously innovate. Products and services that remain stagnant will easily be replaced by competitors that are more creative and adapt to consumer needs. Innovation plays a crucial role in creating added value, increasing product appeal, and strengthening market position. However, limited access to information and resources often hinders the development of sustainable innovation.
In this regard, community service activities play a strategic role as a means of empowerment that can address these challenges. Through planned training and mentoring, entrepreneurs can enhance the knowledge and skills needed to grow their businesses. This program not only provides short-term benefits but also helps build a strong foundation for future business sustainability.

Furthermore, the uncertainty of global economic conditions, including the impact of the crisis and changing market dynamics, further emphasizes the importance of business resilience. MSMEs that are unable to adapt risk declining revenues and even business failure. Therefore, increasing capacity in digitalization, management, and innovation is a crucial step in strengthening business resilience.

Therefore, implementing community service programs focused on increasing revenue and business sustainability is crucial. This program is expected to provide real solutions for MSMEs in facing various challenges, while simultaneously encouraging sustainable business growth in the digital era. This urgency not only impacts individual business owners but also contributes to strengthening the broader community economy.

METHOD

This community service activity was conducted online, utilizing the Zoom Meeting platform as the primary medium for delivering material and interacting with speakers and participants. This method was chosen based on ease of access, time efficiency, and the ability to reach a large number of participants without geographical limitations. The activity was held on April 17, 2026, by the LPK Odis (Odis Community Service Institute), with approximately 180 participants in attendance and attendance. Participants came from various backgrounds, including MSMEs, students, and the general public interested in business development.

The method used in this activity was designed to be interactive and involve active participant participation. The activity consisted of several main stages: presentation, discussion sessions through questions and answers, and case study analysis. This combination of methods aimed to ensure participants not only understood the concepts theoretically but also applied them in real-world practice.

The first stage was the presentation. In this stage, the speakers presented the material in a structured manner, supported by visual media such as informative and easy-to-understand presentation slides. The material presented covered digital promotion strategies, strengthening business management, and the importance of innovation in increasing business competitiveness. The presentation was delivered in a communicative style and accompanied by practical examples, making it easier for participants to understand the content. The use of illustrations and field studies also helped participants connect theory to real-world situations.

The next stage was a question-and-answer session, which provided participants with the opportunity to interact directly with the speakers. In this session, participants were given the opportunity to ask questions, discuss challenges they faced, and share their experiences in running a business. The discussion was two-way and dynamic, creating an active learning environment. The speakers provided explanations and solutions to various questions, allowing participants to gain a more comprehensive and applicable understanding.

The activity then continued with a discussion of case studies. In this stage, participants were invited to examine and analyze real-life problems frequently faced by entrepreneurs, particularly in the areas of digital marketing, business management, and product innovation. The case studies used were relevant to field conditions, making it easier for participants to understand and relate them to their own business situations. Through this approach, participants were encouraged to think critically and formulate appropriate solutions. The resource person also provided guidance on the analysis process and presented alternative strategies that could be implemented.

In addition to these primary methods, the activity also utilized an online attendance system to record participant attendance. Each participant was required to complete a attendance form as a form of participation. This attendance data was then used for evaluation purposes to gauge participant engagement throughout the activity.

Overall, the activity went well and received a positive response from participants. This was evident in the high level of enthusiasm shown in the discussion sessions and active participation in the case study discussions. Many participants expressed interest in the material presented, particularly regarding digital marketing strategies and effective business management.

By implementing this systematic and interactive method, it is hoped that the activity's objectives will be optimally achieved, namely improving participants' knowledge and skills in developing sustainable businesses. Furthermore, the use of online media such as Zoom Meetings has proven effective in supporting a flexible and efficient learning process, while also reaching a large number of participants.

Therefore, the implementation method used in this activity creates a participatory, communicative, and applicable learning process, providing tangible benefits for participants in increasing their business capacity in the digital era.

RESULTS AND DISCUSSION

Result

The community service program, held on April 17, 2026, by the LPK Odis (Odis Community Empowerment Institution) through the Zoom Meeting platform, yielded significant results in enhancing the knowledge and skills of participants. Approximately 180 participants, representing diverse backgrounds, including MSMEs, students, and the general public interested in digital business development, attended the event.

One key outcome was an increased understanding of the importance of digital promotion in supporting increased business revenue. Prior to the event, most participants relied on traditional marketing methods and had not yet fully utilized digital platforms. After participating in the presentation and discussion sessions, participants began to recognize and understand the use of various digital media, such as social media and marketplaces, as effective marketing tools. They also gained knowledge regarding creating engaging content, the importance of consistent promotions, and utilizing digital features to expand market reach.

Furthermore, improvements were also seen in business management, particularly financial management and business planning. Participants began to recognize the importance of accurate and systematic financial records as a basis for business decision-making. Previously, many participants lacked a clear bookkeeping system, which made it difficult to monitor their business's financial condition. After this activity, participants expressed interest in implementing simple financial record keeping and developing more structured business plans.

Furthermore, this activity also successfully raised participants' awareness of the importance of innovation in maintaining and growing their businesses. Through case study discussions, participants were encouraged to understand the role of innovation as a differentiating factor in facing market competition. Participants began to understand that innovation extends beyond products to encompass services, packaging, and marketing strategies. Some participants even identified innovative ideas that could be implemented in their businesses, such as adding product variants or improving service quality.

In terms of participation, this activity demonstrated a high level of engagement. This was evident in the enthusiasm of participants during the question-and-answer session, where many actively asked questions related to the problems they were facing. The discussions not only provided practical solutions but also broadened participants' insights into business development strategies. The interactions demonstrated that the method used was able to create an interactive and dynamic learning environment.

In addition to increasing knowledge, this activity also had a positive impact on changing participants' attitudes and motivation. Many participants felt more confident in developing their businesses after gaining new insights into digital strategy, management, and innovation. This activity also encouraged participants to be more open to technological developments and better prepared to face business challenges in the digital era.

In terms of implementation, several participants have planned concrete steps as a follow-up to this activity. For example, they plan to start using social media as a marketing tool, improve product displays, and implement regular financial records. This demonstrates

that the Community Service Program (PKM) activity not only provides theoretical understanding but also encourages practical application in daily business activities.

However, several challenges were encountered during the activity, such as time constraints in answering all questions in depth and differences in participants' levels of understanding. However, these challenges were overcome by providing additional materials and opening up opportunities for follow-up consultations outside the main session.

Overall, the results of this activity indicate that the implementation method used, namely online presentations, discussions, and case studies, was quite effective in increasing participants' capacity. This activity not only resulted in increased knowledge and skills but also built participants' motivation and readiness to develop their businesses sustainably.

Thus, this community service activity can be said to have successfully achieved its stated objectives: improving business actors' ability to utilize digital technology, strengthening business management, and encouraging innovation to increase revenue and business sustainability. Going forward, similar activities are expected to be further developed with broader coverage and more in-depth materials to achieve a more optimal impact.

Discussion

The implementation of community service (PkM) activities focused on increasing revenue and business sustainability through digital promotion, management strengthening, and business innovation demonstrated results aligned with the program's objectives. Based on the findings of the activities, this discussion outlines the relationship between the implementation process and participant capacity building, as well as its impact on business development, particularly for MSMEs in the digital era.

From a digital promotion perspective, this activity confirmed that increasing technological literacy is a crucial factor in driving business growth. Prior to the activity, most participants had not optimally utilized digital media as a marketing tool. This situation reflects the general reality that many MSMEs still lack a focused digital strategy. After participating in the training, participants began to understand that utilizing digital technology is a key requirement in facing increasingly fierce market competition.

The use of digital platforms provides opportunities for businesses to reach a wider market at a relatively efficient cost. Furthermore, the ability to create engaging and relevant content is a crucial factor in attracting consumer attention. In this activity, participants not only gained theoretical understanding but also provided practical examples and strategies that can be immediately implemented. This applied approach is a key advantage of PkM activities because it addresses the real needs of participants.

In terms of business management, this activity had a positive impact on increasing participants' awareness of the importance of good business management. Previously, many MSMEs lacked a well-organized financial recording system, thus experiencing difficulties in controlling their business finances. Through this activity, participants were introduced to simple, easy-to-implement bookkeeping methods, which can help improve transparency and control of business finances.

Furthermore, management strengthening also included developing a more focused business plan. Participants were encouraged to develop a clear business strategy, from determining target markets to managing resources. With thorough planning, business owners will be better prepared to face market dynamics and be able to identify opportunities and risks. This demonstrates that good management is a crucial foundation for maintaining business sustainability.

In terms of innovation, this activity successfully enhanced participants' understanding of the importance of creativity and adaptability. Innovation is understood not only as new product development but also includes improving quality, packaging design, and customer service. Through case study discussions, participants were encouraged to critically analyze

problems and seek relevant solutions. This approach helped them develop innovative ideas that can be implemented in their businesses.

The implementation method used, a combination of presentations, interactive discussions, and case studies, proved effective in enhancing participant understanding. This approach enabled active two-way communication, making the learning process more lively and less monotonous. Discussion sessions provided space for participants to raise issues they were facing, while case studies helped connect theory to real-world practice.

The high level of participant participation demonstrated that the material presented was highly relevant to their needs. Participants' enthusiasm for the Q&A and discussion sessions indicated that this activity was able to provide immediate benefits. Furthermore, the use of online platforms such as Zoom Meetings proved effective in reaching a large number of participants without compromising the quality of the interaction.

However, several obstacles warranted attention. Time constraints were one factor that prevented all questions from being addressed in depth. Furthermore, differences in participants' backgrounds and levels of understanding also presented challenges in delivering the material. Therefore, a follow-up strategy in the form of ongoing mentoring is needed to enable participants to more optimally implement the knowledge gained.

In terms of sustainability, this activity has the potential to have a long-term impact if accompanied by a structured follow-up program. For example, through ongoing coaching, business consulting services, and more specific follow-up training tailored to the participants' needs. With this follow-up, the benefits of the program are not merely temporary but can continue to grow and have a broader impact.

Overall, this discussion demonstrates that the Community Service Program (PKM) activities have made a positive contribution to increasing the capacity of entrepreneurs. The integration of digital promotion, management strengthening, and innovation has proven to be an effective approach in driving increased revenue and business sustainability. These activities also strengthen the role of educational institutions as strategic partners in providing solutions to community problems.

Thus, these activities not only impact knowledge and skills but also foster a more adaptive and innovative mindset among entrepreneurs. This is crucial for facing the ever-evolving business challenges of the digital era. Moving forward, collaboration between various parties needs to be continuously enhanced to create a stronger and more sustainable business ecosystem.

CONCLUSION

Based on the entire series of community service (PkM) activities implemented, it can be concluded that this program has had a significant impact on improving the capacity of business actors, particularly micro, small, and medium enterprises (MSMEs), to navigate the business dynamics of the digital era. The program, conducted online via Zoom Meeting on April 17, 2026, by the LPK Odis (Odis Community Service Institute), with approximately 180 participants, generally achieved its intended objectives: improving participants' knowledge, skills, and motivation to develop their businesses through the use of digital promotion, management strengthening, and business innovation.

In terms of digital promotion, this activity successfully provided participants with broader insights into the importance of utilizing technology in marketing. Participants who previously relied on conventional methods began to understand that digital media such as social media and marketplaces play a crucial role in expanding market reach and increasing product exposure. Furthermore, participants gained an understanding of the importance of content strategy, consistency in promotions, and the use of digital features to enhance interaction with consumers. This demonstrates that this activity has been able to encourage a

shift in participants' mindsets regarding the use of technology as a means of business development.

In terms of business management, this activity also positively contributed to raising participants' awareness of the importance of systematic business management. Many participants who previously lacked clear financial records now began to understand the importance of bookkeeping as a basis for business decision-making. Furthermore, participants were encouraged to develop more focused business plans, enabling them to determine more appropriate development strategies. Thus, strengthening management becomes a key foundation for supporting business sustainability.

In terms of innovation, this activity successfully raised participants' awareness of the importance of creativity and adaptability in the face of competition. Participants began to understand that innovation is not only related to products, but also encompasses aspects of service, packaging, and marketing strategy. Through a case study approach, participants were encouraged to think critically and seek solutions to real-world problems. This encouraged the emergence of new ideas that could be applied to the development of their respective businesses.

In terms of implementation methods, the combination of presentations, interactive discussions, and case studies proved to be effective in creating an effective learning process. Participants not only passively received the material but also actively engaged in the discussions and analysis. The high level of participant participation in the question-and-answer session demonstrated that the method used was able to increase participant interest and engagement. Furthermore, the online implementation also proved effective in reaching a large number of participants without compromising the quality of the interaction.

This activity also impacted participants' attitudes and motivation. Many participants became more confident in developing their businesses after participating. They also demonstrated greater readiness to utilize digital technology, manage their businesses more professionally, and innovate. This change in attitude is an important indicator that the Community Service Program (PKM) activity impacts not only cognitive aspects but also affective aspects.

However, several challenges remained during its implementation, such as time constraints that prevented all questions from being addressed in-depth, and differences in understanding levels among participants. These challenges serve as evaluation material for future improvements. Therefore, follow-up support is needed to ensure participants can more optimally implement the knowledge they have acquired.

From a sustainability perspective, this activity has the potential to have a long-term impact if accompanied by structured follow-up programs, such as advanced training, ongoing coaching, and business consulting services. With these follow-up programs, it is hoped that participants will continue to develop their capacity and increase their business competitiveness. Furthermore, collaboration between universities, training institutions, and business actors needs to be strengthened to create a more supportive business ecosystem. Overall, this community service activity can be considered successful in achieving its stated objectives. The integration of digital promotion, management strengthening, and business innovation has proven to be an effective approach to increasing revenue and business sustainability. This activity not only provides benefits in the form of increased knowledge and skills, but also fosters a more adaptive and innovative mindset among business actors.

Therefore, this activity can serve as a model for implementing similar community service programs in the future with a broader scope. Going forward, it is important to continue developing sustainable and in-depth programs to make a greater contribution to improving community welfare and strengthening the economy. This conclusion confirms that increasing the capacity of MSMEs through an integrated approach is a strategic step in facing business challenges in the ever-evolving digital era.

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