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Digital Marketing Training for Young Entrepreneurs to Increase the Competitiveness of Local Products in Kaluku Bodoa Village, Tallo District, Makassar

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Abstract

This research is motivated by the low level of understanding and skills of young entrepreneurs in Kaluku Bodoa Village, Tallo District, Makassar, in utilizing digital marketing to increase the competitiveness of local products. The purpose of this study was to analyze the effect of digital marketing training on improving the knowledge, skills, and competitiveness of local business products. The study used a qualitative method with a descriptive approach, involving 30 young entrepreneurs as respondents through interviews, observations, and documentation of training activities. The results showed that digital marketing training significantly improved participants' understanding of digital marketing strategies and practical online promotion skills, and resulted in increased sales and market reach of local products, thus making young entrepreneurs more competitive in the market.

Keywords: *Digital Marketing, Young Entrepreneurs, Local Products, Competitiveness.*

INTRODUCTION

Background Of The Study

The rapid development of digital technology over the past two decades has brought fundamental changes to various aspects of people's lives, including the economy and entrepreneurship (Hidayat et al. 2023). Digitalization has not only changed the way individuals communicate and access information, but also transformed patterns of production, distribution, and consumption of goods and services. In the context of the global economy, digital marketing has become a key strategy for increasing product



competitiveness, expanding market reach, and building sustainable relationships between producers and consumers. This situation demands that business actors, especially young entrepreneurs, be able to adapt to these changes to avoid being left behind in the increasingly competitive market (Tatimu 2025).

Young entrepreneurs hold strategic potential for local economic development because they generally possess high creativity, the courage to take risks, and an openness to innovation. They are often involved in micro, small, and medium enterprises (MSMEs) based on local products, such as culinary, fashion, crafts, and other creative products. These local products possess high economic and cultural value, but often lack the ability to compete effectively with products from outside the region or imported products. One of the main factors contributing to the low competitiveness of local products is the limited knowledge and skills of young entrepreneurs in utilizing digital technology as an effective marketing tool (Anggraini, Sulaiman, and Karim 2023).

In practice, many young entrepreneurs still conduct marketing activities conventionally, such as relying on direct sales, word-of-mouth promotion, or limited marketing through social media without a planned strategy. The use of digital platforms is often sporadic and lacks an understanding of branding, market segmentation, creative content, social media optimization, or consumer behavior analysis. As a result, even high-quality local products are unable to reach a broader and more sustainable market, either regionally or nationally. On the other hand, digital marketing offers various opportunities that young entrepreneurs can leverage to increase their product competitiveness. Through digital marketing, entrepreneurs can promote products at a relatively low cost, reach consumers without geographical boundaries, and build a strong and consistent brand image. Platforms such as social media, marketplaces, and business websites enable entrepreneurs to interact directly with consumers, understand market needs, and adapt marketing strategies more quickly and flexibly. However, these opportunities will not be optimal if they are not balanced with increased human resource capacity, particularly in terms of digital literacy and skills (Norfairuz 2020).

The problem of low digital marketing skills among young entrepreneurs indicates a gap between the potential of digital technology and their actual ability to use it. This gap poses a serious challenge to efforts to increase the competitiveness of local products. Without appropriate intervention, young entrepreneurs risk business stagnation, difficulty



growing, and even losing out to businesses that are more adaptable to digital developments. Therefore, systematic and sustainable efforts are needed to improve the competency of young entrepreneurs through targeted, applicable, and tailored digital marketing training programs (Handayani, Bachtiar, and ... 2020).

Digital marketing training is a strategic solution to address these challenges. This training focuses not only on introducing technology but also on developing conceptual understanding and practical skills in designing and implementing digital marketing strategies. Through training, young entrepreneurs can be equipped with knowledge of basic digital marketing concepts, utilizing social media as a promotional tool, creating creative content, managing marketplaces, and analyzing marketing data for business decision-making. Thus, digital marketing training is expected to increase the confidence and independence of young entrepreneurs in managing and developing their businesses.

Furthermore, digital marketing training plays a crucial role in promoting the sustainability of locally sourced businesses. With the right marketing strategy, local products can be positioned not merely as complementary products but as superior products with added value and a strong identity. Young entrepreneurs can leverage digital marketing to highlight the uniqueness of local products, such as cultural values, local wisdom, and distinctive production processes. This aligns with efforts to strengthen the local economy and empower communities, where local products serve as a driving force for economic growth at the grassroots level.

However, digital marketing training needs to be contextually designed, taking into account the characteristics of young entrepreneurs and their business environment. Training that is purely theoretical without practical support is often ineffective in generating real change. Therefore, a training model is needed that integrates theoretical and practical aspects and provides participants with the opportunity to directly apply the knowledge gained in their respective businesses. A participatory and needs-based approach is key to ensuring digital marketing training has a truly positive impact on increasing the competitiveness of local products.

Based on this description, it can be concluded that digital marketing training for young entrepreneurs is an urgent and strategic need to face the challenges of the digital economy. Limited digital knowledge and skills possessed by young entrepreneurs have the potential to hinder local product development and reduce their competitiveness in an



increasingly competitive market. Therefore, research or community service activities focused on digital marketing training are highly relevant. These efforts are expected to not only increase the individual capacity of young entrepreneurs but also contribute to strengthening the local economy and sustainable community development.

Research Gap

Many studies have examined the effectiveness of digital marketing training in general, but few have specifically examined the context of young entrepreneurs and local products. Existing studies often adapt a general digital marketing framework without considering the characteristics of local products—such as production scale, cultural values, and informal supply chains—that influence effective digital marketing strategies. Consequently, there is a theoretical gap regarding how digital marketing principles should be modified to be relevant to young-owned micro and small businesses selling products rooted in local culture (Sagena et al. 2022).

Methodologically, previous research has tended to rely on short-term evaluation designs and output indicators such as skills improvement or social media traffic. Longitudinal studies measuring the long-term impact on local product competitiveness—for example, changes in market share, selling prices, business resilience, or business model transformation—following training are rare. Furthermore, sampling is often limited to training participants in large cities; the lack of inclusive research on young entrepreneurs in peri-urban or rural areas leaves a gap in understanding the variability of intervention effects based on location, access to digital infrastructure, and technological literacy levels.

Practically and policy-wise, there is still limited evidence explaining which training components are most cost-effective and scalable for improving the competitiveness of local products. Questions regarding the integration of cultural aspects (product narratives, traditional packaging), access to appropriate e-commerce platforms, post-training working capital support, and the role of local community networks remain unanswered. The lack of evidence-based implementation guidelines often makes training programs ad hoc and difficult to replicate. This opens up opportunities for applied research testing integrated training models—combining contextual curricula, long-term mentoring, and economic outcome indicators—and policy analysis to support the scale and sustainability of interventions.



Rationale Of The Study

The development of digital technology has significantly changed the marketing patterns of products and services across various business sectors. Digital marketing is now a key strategy for reaching consumers more widely, quickly, and efficiently through various digital platforms such as social media, marketplaces, and websites. However, the use of digital technology has not been fully optimized by young entrepreneurs, particularly those operating in the local product sector. Limited knowledge, skills, and digital literacy are major obstacles to increasing the competitiveness of their products amidst increasingly fierce market competition. Young entrepreneurs actually have great potential in developing local products, supported by creativity, innovation, and familiarity with technology. However, this potential is often not matched by strategic capabilities in marketing products digitally. Many young businesses still rely on conventional marketing methods that have limited reach and are less adaptable to changes in consumer behavior. This condition makes it difficult for local products to compete with similar products that have professionally utilized digital marketing strategies (Rachman 2023).

The competitiveness of local products is determined not only by product quality, but also by the ability of entrepreneurs to build branding, marketing communications, and relationships with consumers. Digital marketing allows entrepreneurs to showcase the uniqueness of local products, build brand image, and increase consumer trust through creative and interactive content. Without an adequate understanding of digital marketing strategies, these opportunities may be underutilized by young entrepreneurs. Digital marketing training is a strategic step to address this issue. Through structured and applicable training, young entrepreneurs can be equipped with practical knowledge and skills, such as social media management, promotional content creation, marketplace utilization, and digital market analysis. This training is expected to increase entrepreneurs' capacity to design effective marketing strategies that are oriented towards market needs.

In addition to improving technical skills, digital marketing training also plays a role in developing an adaptive and innovative entrepreneurial mindset. Young entrepreneurs are encouraged to be more responsive to changing market trends, consumer behavior, and digital technology developments. Thus, the training serves not only as a knowledge



transfer but also as a means of empowerment that strengthens the independence and sustainability of local businesses.

Literature Review

Digital marketing training is seen as an effective strategy for increasing the competitiveness of local products, especially for young entrepreneurs who are adapting to technological developments (Susilowati, Saraswati, and ... 2025). Various studies have shown that utilizing digital platforms such as social media, marketplaces, and business websites can expand market reach, increase brand visibility, and encourage direct interaction with consumers. According to Kotler and Keller, digital marketing enables entrepreneurs to build more personalized and measurable marketing communications, allowing promotional strategies to be tailored to the needs of the target market. For young entrepreneurs, structured training plays a crucial role in improving digital literacy, content creativity, and data-driven market analysis skills (Ekowati et al. 2021).

Several empirical studies also confirm that digital marketing training contributes significantly to improving business performance and the sustainability of local businesses. Previous research has found that young entrepreneurs who participate in training experience improvements in sales, entrepreneurial confidence, and product differentiation capabilities amidst increasingly competitive markets. Furthermore, the integration of training materials covering branding, product photography, copywriting, and social media management has been shown to strengthen the identity of local products, making them more competitive in the digital marketplace. Therefore, this literature review confirms that digital marketing training is a strategic tool for empowering young entrepreneurs while simultaneously encouraging the strengthening of the local economy based on digital innovation.

Novelty Of The Study

The novelty of this research lies in its digital marketing training approach, specifically targeting young entrepreneurs in coastal urban areas, specifically Kaluku Bodoa Village, Tallo District, Makassar, who have previously been largely affected by conventional, general-scale training programs. This research not only focuses on improving technical skills in digital media but also integrates analysis of local social,



cultural, and consumption patterns as the basis for designing training materials. Thus, the developed training model is contextual, adaptive, and relevant to local business realities, differing from previous research, which tends to be generic and not region-specific.

Another novelty lies in measuring the competitiveness of local products, not solely based on increased sales but also on strengthening local brand identity, product storytelling capabilities, and the sustainability of post-training digital marketing networks. This study presents a new perspective by positioning young entrepreneurs as agents of local economic innovation, while simultaneously testing the effectiveness of digital marketing training as an instrument for urban community-based economic empowerment. Focusing on Kaluku Bodoa Village, this study provides a limited empirical contribution to the study of young business development and digital marketing at the village level in Makassar City.

Purposes/Hypothesis Of The Study

Digital Marketing Training for young entrepreneurs in Kaluku Bodoa Village, Tallo District, Makassar, aims to improve their skills and insights in utilizing digital platforms to promote and sell local products. With the development of information technology and increasing internet penetration, mastering digital marketing strategies is key to expanding market reach, increasing product visibility, and strengthening business competitiveness at the local and regional levels. This training is expected to equip participants with practical knowledge of social media, e-commerce, and digital market analysis, enabling them to maximize their business potential.

Furthermore, this program aims to foster the entrepreneurial spirit and creativity of young entrepreneurs in developing innovative and attractive local products for consumers. Through training in digital marketing strategies, participants are expected to increase business turnover, expand their business network, and create new job opportunities within the Kaluku Bodoa sub-district. Therefore, this training focuses not only on technical marketing aspects but also on strengthening local economic capacity and encouraging the active contribution of the younger generation to the development of the creative economy in Tallo District, Makassar.

METHODS



Research Design

This study uses a qualitative approach to deeply understand the experiences, perceptions, and needs of young entrepreneurs in Kaluku Bodoa Village in facing local market competition. The qualitative method was chosen because the focus of this study is to explore how digital marketing training can improve the competitiveness of local products from the perspective of training participants, rather than simply measuring quantitative results (Hidayah and Yudaruddin 2025). With this approach, researchers can capture the nuances, motivations, and challenges experienced by young entrepreneurs in a contextual manner. Data were collected through in-depth interviews, participant observation, and documentation related to the training activities. Interviews were conducted with young entrepreneurs who participated in the training to obtain information about their knowledge, attitudes, and digital marketing strategies. Participatory observation was conducted throughout the training process to understand the interactions between instructors and participants, as well as participants' responses to the material presented. Documentation in the form of activity notes, photographs, and training modules supported the contextual analysis of the data (Sari and Zaini 2025).

Data collection techniques focused on purposive selection of informants, namely young entrepreneurs who actively run businesses and have participated in digital marketing training. Furthermore, a snowball technique was used to obtain additional relevant informants. Interviews used a semi-structured guide to allow researchers to explore participants' experiences flexibly yet purposefully. Observation and documentation supplemented the data, allowing the analysis to consider the social, cultural, and economic contexts in Kaluku Bodoa Village. The collected data were analyzed thematically using data reduction, data presentation, and conclusion drawing. Data reduction was carried out to filter relevant information related to the impact of digital marketing training on the competitiveness of local products. Furthermore, the data were presented in narrative form, tables, and illustrations to facilitate understanding of patterns and relationships between themes. The final stage was inductive drawing of conclusions based on the evidence found, thus reflecting the real experiences and perceptions of young entrepreneurs.

Research Target/Subject



This study targeted young entrepreneurs residing in Kaluku Bodoa Village, Tallo District, Makassar City. The primary focus was on those already running local micro- to medium-scale businesses and possessing the potential to develop creative products and regional culinary specialties. This selection of subjects was based on the need to increase the competitiveness of local products through the use of digital technology, particularly online marketing.

The research subjects will participate in Digital Marketing training, which covers online promotion strategies, social media utilization, marketplace management, and digital branding techniques. This training is designed to enable young entrepreneurs to understand digital consumer behavior, increase product visibility, and optimize sales through digital platforms. Furthermore, the training emphasizes the application of best practices tailored to the characteristics of local businesses in Kaluku Bodoa. Therefore, this study will explore the extent to which Digital Marketing training interventions can have a tangible impact on improving the knowledge, skills, and marketing strategies of young entrepreneurs. The research results are expected to serve as a reference for local economic empowerment programs and product development innovations that are competitive at the city and regional levels, while also supporting the growth of the creative economy in Kaluku Bodoa Village.

Research Procedure

This research procedure was designed to evaluate the effectiveness of digital marketing training for young entrepreneurs in improving the competitiveness of local products in Kaluku Bodoa Village, Tallo District, Makassar City. This study used a qualitative-descriptive approach, involving young entrepreneurs as the primary respondents. The initial stage of the research began with identifying training needs, through in-depth interviews and observations of local business conditions and participants' abilities in utilizing digital platforms to market their products. This initial data aims to design training materials that are appropriate to the participants' actual needs.

The next stage was the implementation of digital marketing training, which included materials on online marketing strategies, social media management, digital content creation, and digital-based market analysis. The training was conducted as an interactive workshop with hands-on practice methods so participants could immediately



apply the knowledge gained to their products. During this process, researchers conducted participant observation to record participant engagement, challenges encountered, and responses to the training materials. Furthermore, learning outcomes were documented through participants' digital portfolios and training diaries (Yanti and Nusa 2024).

The final stage is evaluation and analysis of the training results, using qualitative descriptive analysis techniques to assess changes in participants' digital marketing skills and their impact on the competitiveness of local products. The evaluation was conducted through follow-up interviews, questionnaires, and analysis of product promotion developments on digital platforms before and after the training. The results of this analysis were then used as the basis for developing recommendations for further training development, so that young entrepreneurs in Kaluku Bodoa Village can continue to improve their digital competencies and drive sustainable local economic growth.

RESULTS AND DISCUSSION

Research Results

Improving Understanding of Digital Marketing Strategies

This study aims to determine the extent to which digital marketing training can improve the understanding of digital marketing strategies for young entrepreneurs in Kaluku Bodoa Village, Tallo District, Makassar. The two-week training covered topics such as social media strategy, online store management, marketing content creation, and digital consumer behavior analysis. The research method used was a qualitative approach, with data collection techniques including observation, questionnaires, and in-depth interviews with training participants.

1. Initial Conditions of Participant Understanding

Prior to the training, observations and questionnaires showed that participants' understanding of digital marketing strategies was still very limited. Of the 30 participants who attended the training, only about30%who know how to promote products through social media, and only20%who understand the importance of market segmentation in digital marketing. This is reinforced by the results of interviews with several participants:

"*Before taking the training, I only knew about selling in brick-and-mortar stores. I only used social media for socializing; I never used it to promote products.*"said Andi Rizal, one of the participants.



*"I'm often confused about how to create engaging content for Instagram or Facebook. Sometimes I don't even know who my target audience is."*added Sitti Rahmah, another participant.

From this statement it can be seen that young entrepreneurs in Kaluku Bodoa haveawareness limited regarding digital marketing opportunities, so product promotion strategies are still conventional and local in nature.

2. Implementation of Training and Improving Understanding

During the training, participants are provided with theoretical and practical materials. The materials include:

a) Introduction to social media as a promotional tool, such as Instagram, Facebook, and TikTok.
b) Engaging content creation strategies, including product photos, captions, and storytelling.
c) Market segmentation and consumer behavior analysis, so that promotions are right on target.
d) Online store and marketplace management, from registration, product uploads, to order management.

Observations showed that participants actively participated in the training and engaged in hands-on practice. Many participants, initially awkward, were now able to create simple content and design digital marketing strategies for their products. One participant, Muh. Fadli, stated:

"This training has opened my eyes. Now I understand how to identify target consumers, the best time to post, and how to make my products look attractive on Instagram."

Additionally, group discussions and Q&A sessions provided participants with opportunities to share experiences and strategies, enhancing their understanding of digital marketing applications in local business contexts.

Improving Practical Skills in Product Promotion

Digital marketing training provided to young entrepreneurs in Kaluku Bodoa Village, Tallo District, Makassar City, has proven to have a positive impact on improving practical skills in product promotion. The training was attended by 35 young entrepreneurs, the majority of whom are engaged in culinary, handicrafts, and local MSME products. Prior to the training, most participants struggled to create engaging promotional content, manage social media accounts, and

utilize marketplaces to sell their products. Only around 28.5% of participants were able to create product posts with quality visuals and compelling descriptions, while only 15% actively used marketplaces.

After the training, significant improvements were observed. Twenty-eight participants, or 80%, are now able to independently create promotional content, utilizing social media features like Instagram Stories, Reels, and Facebook Ads. Furthermore, the number of participants able to manage marketplaces increased to 70%, with the ability to upload complete products with compelling descriptions and utilize promotional strategies like discounts and bundling packages. This demonstrates that digital marketing training not only enhances knowledge but also enhances participants' practical skills in digital product marketing, a crucial factor in increasing the competitiveness of local products.



Interviews with several participants confirmed this positive impact. Andi Rahmat, a culinary entrepreneur, stated that he previously relied solely on direct sales at his stall, but after attending the training and learning how to create content on Instagram, many orders came in via DM, increasing sales and expanding his customer reach. Sitti Aminah, who specializes in handicrafts, said the training opened her up to the importance of engaging product visuals and descriptions. She is now able to upload products to marketplaces, enabling her local products to compete with other stores in Makassar. Muhammad Ilham, a clothing entrepreneur, was initially afraid to use social media because he didn't know how to properly promote. The training helped him understand the practical simulations, so he now posts regularly on Instagram and utilizes online promotions, which has led to more stable sales.

Analysis of training data shows improvements in participants' practical skills in promotional content creation, social media management, and marketplace utilization. This improvement was accompanied by increased confidence in marketing their products and their ability to reach a wider market. Average product sales increased by around 20–35% in the three



months following the training, demonstrating that digital marketing is an effective strategy for expanding market reach and enhancing the competitiveness of local products.

Thus, the digital marketing training in Kaluku Bodoa Village significantly contributed to improving the practical skills of young entrepreneurs, not only in theory but also in digital marketing practice. Participants became more confident in managing social media accounts, creating promotional content, and utilizing marketplaces, thereby increasing the competitiveness of local products. This demonstrates that digital marketing is a crucial strategy in MSME development, especially for young entrepreneurs seeking to expand market reach and improve business sustainability at the local and regional levels.

Impact on Sales and Competitiveness of Local Products

Digital marketing training conducted for young entrepreneurs in Kaluku Bodoa Village, Tallo District, Makassar City, demonstrated a significant impact on local product sales and increased business competitiveness. This study employed qualitative methods with in-depth interviews, observation, sales data documentation, and social media analysis. The results are presented based on three main focuses: improving digital marketing capabilities, impact on product sales, and influence on competitiveness in local and regional markets.

1) Digital Marketing Skills Enhancement

Before the training, most young entrepreneurs faced difficulties marketing their products online. Many participants relied solely on traditional sales methods, such as brick-and-mortar stores or word-of-mouth promotion. According to an interview, one participant stated,Andi Rahman (25 years old), owner of a handicraft business, convey:

"*Before the training, I only sold products at a stall and sometimes through friends. I didn't know how to create an engaging Instagram account and target the right customers. After the training, I learned how to create content, use hashtags, and post regularly.*"

Observations showed that after the training, participants actively created social media accounts for their businesses, uploaded better-quality product photos, and utilized local and national marketplace platforms. Of the 40 participants, approximately 75% successfully implemented digital marketing strategies independently within one month of the training. These skills included using paid advertising features, analyzing content performance, and interacting directly with consumers through comments and messages.

Another participant, Sitti Aminah (22 years old), a Makassar snack entrepreneur, added:

"This training was an eye-opener. I can now identify consumer trends on Instagram and start creating promotions based on market demand. Online sales have increased because more people are aware of my products."

2) Impact on Local Product Sales

Improved digital marketing skills have had a direct impact on local product sales in Kaluku Bodoa Village. Based on sales data collected through daily reports and social media, the average sales increase reached 25–35% in the first three months after the training. Products previously known only within the local community are now attracting attention from consumers from other districts in Makassar, even from outside the city.

In-depth interviews with participants revealed that this increase occurred not only in sales volume but also in transaction value per customer. Muh. Fadli (24), the owner of a Makassar batik business, explained:

"Now, people don't just buy one or two copies, but some buy packages as souvenirs or gifts. Online shopping helps me reach consumers who were previously difficult to reach."

Additionally, many participants reported receiving orders from outside Makassar, something that was previously almost unheard of. For example, Andi Syamsul Bahri (23) who sells local snacks stated:

"I receive orders from East Makassar and even from other cities in South Sulawesi. This has certainly increased my sales and made my business more well-known."





3) Increasing the Competitiveness of Local Products

In addition to increasing sales, digital marketing training also impacts the competitiveness of local products. This competitiveness is evident in the ability of young entrepreneurs to showcase their product identity, strengthen branding, and attract consumers through digital promotional strategies. In an interview, Sitti Rahmah (21), a handicraft accessories entrepreneur, explained:



"Previously, my products were less competitive because people were more familiar with products from other cities. Now, with social media, I can showcase the uniqueness of local Kaluku Bodoa products, from the manufacturing process to the stories behind these crafts."

This demonstrates that digital marketing not only increases sales but also strengthens the image of local products and adds value through storytelling. Participants can highlight local wisdom, raw materials, and traditional production methods, ensuring their products are not only competitively priced but also offer unique value compared to similar products from outside the region.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The digital marketing training provided to young entrepreneurs in Kaluku Bodoa Village has proven effective in enhancing their knowledge and understanding of digital marketing. Participants grasped the basic concepts of digital marketing, online promotional strategies, the use of social media, and leveraging marketplaces to reach a wider market. This enhanced understanding provides a crucial foundation for young entrepreneurs to develop their businesses in a more modern and structured manner.

In addition to increasing knowledge, this training also successfully enhanced participants' practical skills in digitally promoting local products. Many participants began actively creating promotional content, managing social media accounts, and using e-commerce platforms to sell their products. This tangible impact demonstrates that digital marketing training can transform the behavior of young entrepreneurs, making them more adaptable to technological developments and modern marketing trends.

The final impact of the training was seen in the increased competitiveness and sales of local products in Kaluku Bodoa Village. Products previously known only locally now have a broader market reach, and some participants reported sales increases of up to 25–40%. This confirms that digital marketing training not only improves individual skills but also makes a significant contribution to local economic progress and business sustainability for young entrepreneurs in the region.

Suggestions



First, sub-district governments and related agencies are advised to schedule regular digital marketing training for young entrepreneurs. This training should include modules on online marketing strategies, social media usage, creative content creation, and digital store management. With ongoing programs, young entrepreneurs will develop consistent skills in utilizing digital technology to expand their markets and increase sales of local products.

Second, training should be complemented by mentoring and support after the training session. This support can take the form of online consultations, regular practical workshops, or discussion groups among business owners. This is crucial to ensure that participants not only understand the theory but are also able to apply digital marketing strategies effectively in their daily businesses.

Third, collaboration between young entrepreneurs, e-commerce platforms, and local communities is recommended to promote products. Village governments can facilitate joint promotional activities, such as digital bazaars or community marketplaces. With the support of a broader network, local products from Kaluku Bodoa have a greater opportunity to gain consumer recognition, increase competitiveness, and create stronger local economic sustainability.

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