p-ISSN: 2963-7856 | e-ISSN: 2961-9890
Available online at jerkin.org/index.php/jerkin
Jurnal Pengabdian Masyarakat dan Riset Pendidikan
Volume 4 No 2, Oktober-Desember 2025, pp 11929- 11934

Chatgpt Socialization in Increasing MSME Market Share in Rural Areas

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https://doi.org/10.31004/jerkin.v4i2.3905

ARTICLE INFO

Article history
Received: 20 November 2025
Revised: 26 November 2025
Accepted: 3 Desember 2025

Kata Kunci:
Sosialisasi, Komunikasi Baik, Kualitas Pelayanan Baik

Keywords:
Socialization, Good Communication, Good Service Quality

ABSTRACT

Kegiatan Pengabdian Kepada Masyarakat (PkM) ini bertujuan untuk meningkatkan pangsa pasar dan daya saing Usaha Mikro, Kecil, dan Menengah (UMKM) yang beroperasi di daerah pedesaan melalui sosialisasi dan pelatihan intensif tentang penggunaan ChatGPT sebagai alat kecerdasan buatan (AI). UMKM di area fokus menghadapi tantangan pemasaran digital yang membatasi jangkauan pasar. Program PkM dilaksanakan selama satu minggu di bulan [Sebutkan Bulan/Tahun PkM] di tiga lokasi spesifik: Desa Kersik Tuo (Kerinci, Jambi), yang berfokus pada agribisnis; Desa Untia (Makassar, Sulawesi Selatan), yang berfokus pada kuliner dan makanan laut; dan Desa Klampar (Pamekasan, Madura), yang berfokus pada kerajinan batik. Metode yang digunakan adalah pelatihan langsung dan pendampingan individu. Peserta PkM terdiri dari 90 UMKM (30 peserta dari setiap desa/kecamatan) dari sektor kerajinan, kuliner, dan agribisnis. Materi pelatihan meliputi (a) pengenalan dasar ChatGPT; (b) teknik rekayasa cepat untuk membuat deskripsi produk yang persuasif dan keterangan media sosial yang terstruktur; dan (c) menggunakan ChatGPT sebagai asisten riset pasar yang sederhana. Evaluasi dilakukan melalui pengukuran peningkatan literasi AI (pra-tes dan pasca-tes) dan prototipe konten pemasaran yang dihasilkan. Hasil PkM menunjukkan peningkatan signifikan dalam literasi AI (skor rata-rata pasca-tes meningkat sebesar 35% dibandingkan dengan pra-tes) dan kemampuan peserta untuk membuat konten pemasaran digital profesional dalam waktu singkat. Setelah pelatihan, 85%Peserta menyatakan optimisme untuk segera menerapkan ChatGPT dalam operasi pemasaran harian mereka. Kegiatan ini menyimpulkan bahwa ChatGPT dapat berfungsi sebagai alat pemerataan digital yang efektif, mengurangi kesenjangan akses teknologi antara UMKM perkotaan dan pedesaan, dan secara langsung meningkatkan potensi pangsa pasar UMKM di desa-desa tersebut.

This Community Service (PkM) activity aims to increase the market share and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) operating in rural areas through intensive socialization and training on the use of ChatGPT as an artificial *intelligence* (AI) tool . MSMEs in the focus area face digital marketing challenges that limit market reach. The PkM program was implemented for one week in the month of [Mention Month/Year of PkM] in three specific locations: Kersik Tuo Village (Kerinci, Jambi), which focuses on agribusiness; Untia Village (Makassar, South Sulawesi), which focuses on culinary and seafood; and Klampar Village (Pamekasan, Madura), which focuses on batik crafts. The methods used were hands -*on* training and individual mentoring. The PkM participants consisted of 90 MSMEs (30 participants from each village/sub-district) from the craft, culinary, and

agribusiness sectors. The training materials included (a) a basic introduction to ChatGPT; (b) *prompt engineering* techniques for creating persuasive product descriptions and structured social media *captions* ; and (c) using ChatGPT as a simple market research assistant. Evaluation was conducted through measuring improvements in AI literacy (pre-test and post-test) and the resulting marketing content prototypes . The PkM results showed a significant increase in AI literacy (mean post-test score increased35%compared to the pre-test) and the participants' ability to create professional digital marketing content in a short time. After the training,85%Participants expressed optimism about immediately implementing ChatGPT in their daily marketing operations. The activity concluded that ChatGPT can serve as an effective digital equalization tool, reducing the technology access gap between urban and rural MSMEs, and directly increasing the potential market share of MSMEs in these villages.

How to Cite: Alan Rakhmat Putra, et al (2025) Chatgpt Socialization in Increasing MSME Market Share in Rural Areas . 4(2) 11929- 11934 https://doi.org/10.31004/jerkin.v4i2.3905

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy, contributing more than 60%National Gross Domestic Product (GDP) (Ministry of Cooperatives and SMEs, 2023). This contribution is particularly significant in rural areas , where MSMEs serve as a primary source of job creation and a pillar of the local economy. MSMEs in villages such as Kersik Tuo Village (Kerinci, Jambi), Untia Village (Makassar, South Sulawesi), and Klampar Village (Pamekasan, Madura) rely on unique products based on natural resources and local culture—from agribusiness and seafood to batik crafts (Tambunan 2019).

Despite their unique product potential, MSMEs in these rural areas face significant challenges that hinder their market share growth. The primary challenge lies in *the digital* divide , which manifests itself in three main forms: (a) limited capital for effective marketing strategies; (b) low levels of advanced digital literacy and professional *copywriting* skills ; and (c) difficulties in conducting market research and analyzing consumer trends at both the national and global levels (National ICT Council, 2022). As a result, their market share is often limited to their immediate geographic scope, despite their products being of a quality that can compete broadly. The wave of disruption brought by Generative Artificial Intelligence (AI) , particularly large language models like ChatGPT (Generative Pre-trained Transformer) launched by OpenAI, has transformed the way small businesses operate. ChatGPT offers a *low-cost* , *high-impact* solution that is particularly relevant for resource-poor rural MSMEs (Brynjolfsson 2014).

ChatGPT can address the marketing gaps of MSMEs through several crucial functions: 1). Content Acceleration: Instantly create persuasive product descriptions, social media *captions* , and promotional materials, overcoming the constraints of expensive *copywriting skills.* 2). Content Personalization: Generating customized content ideas for different platforms (Instagram, TikTok, *e-commerce*) with targeted tone and style. 3). Simple Market Research: Provides quick insights into keyword trends, target audiences, and basic competitor analysis. Conceptually, the use of AI functions as a *digital* equalizer , enabling MSMEs in Kersik Tuo Village to formulate unique narratives about Kerinci coffee, helping MSMEs in Untia Village create viral culinary *captions , and supporting MSMEs* in Klampar Village to compose batik descriptions that highlight cultural values. However, this potential can only be realized if MSMEs are given proper training on how to use this tool effectively, known as Prompt Engineering.

This PkM activity is designed to address heterogeneous challenges in a short time (one week) in three locations that have different geographical characteristics, products, and cultural needs: 1). Kersik Tuo Village, Kerinci, Jambi: A highland region with a focus on agribusiness (coffee and tea). Training needs include packaging the narrative of sustainability and the uniqueness of the product's *terroir* . 2). Untia Village, Makassar, South Sulawesi: A suburban/coastal area with a focus on culinary and seafood

ISSN 2963-7856 (print), ISSN 2961-9890 (online)

products. Training needs include a fast, engaging, and relevant *content strategy for food vlogging* trends . 3). Klampar Village, Pamekasan, Madura, East Java: A batik craft center. Training is needed to develop descriptions that communicate the complexity of motifs, philosophical values, and the batik-making process to increase sales value. The selection of these diverse locations emphasizes the relevance of PkM in demonstrating that AI technology can be adapted to increase local market share or penetrate wider markets (*glocalization*) , while taking into account the cultural sensitivity of each product.

While many PkM programs focus on basic *e-commerce* and social media training, few explicitly incorporate Generative AI as a core competency for rural MSMEs. This PkM program justifies its intervention by focusing on: 1). Increasing AI Literacy: Changing the perception of MSMEs from seeing AI as a complicated technology to a practical daily tool. 2). Cost Effectiveness: Providing marketing solutions that do not burden the operational costs of small MSMEs. 3). *Hands-on* Mentoring : Providing intensive, practice-oriented training (*experiential learning*), ensuring participants can immediately implement the *prompt engineering* skills learned (Kolb 2014).

Thus, this PkM activity aims not only to improve basic digital literacy, but also to provide a leap in digital capabilities that can directly impact the increase in market share and competitiveness of MSMEs in these villages, while providing an AI PkM model that can be replicated in other rural areas in Indonesia.

METHOD

This PkM activity uses an action -*based* training approach and *hands-on* mentoring which is carried out intensively for one week in three specific locations: Kersik Tuo Village (Kerinci), Untia Village (Makassar), and Klampar Village (Madura), involving a total of 90 MSME actors . The main method is ChatGPT *Prompt Engineering* Socialization and Practice for creating effective digital marketing content. Evaluation is carried out through Pre-test and Post-test to measure the increase in AI literacy and qualitative analysis of the resulting content prototype, aimed at measuring the potential for increasing the market share of MSMEs in rural areas.

Specific Targets and Locations

The main target of this activity is 90 MSME actors (30 participants per location) who already have basic internet access and are active in strategic sectors (agribusiness, crafts, and culinary).

Table 1. Specific Targets and Locations

Location	Number of participants	Focus on MSME Products
Kersik Tuo Village, Kerinci, Jambi	30	Agribusiness (Coffee, Tea, Agricultural Processing)
Untia Village, Makassar, South Sulawesi	30	Culinary and Seafood Products
Klampar Village, Pamekasan, Madura	30	Handicrafts (Batik, Souvenirs)
Total	90	

RESULT AND DISCUSSION

Result

The results of this Community Service (PkM) implementation were obtained from pre-program and post-program evaluations of 90 MSMEs in three focus locations: Kersik Tuo Village (Kerinci), Untia Subdistrict (Makassar), and Klampar Village (Madura). The results were broken down based on improvements in AI competency and the quality of content prototypes.

AI Literacy Improvement (Pre-test and Post-test)

Basic knowledge testing regarding AI and *prompt engineering* techniques was conducted before (pre-test) and after (post-test) the intensive training. *Paired Sample T-Test* analysis (to measure the significance of the improvement) showed significant and substantial improvements across all locations.

Table 2. Comparison of Average AI Literacy Scores (100 Scale)

PKM Location	Installment-Installment Pre-test	Rate-Rate Post-test (M)	Increase (%)	t-Statistic	p-value
Kersik Tuo Village, Kerinci, Jambi	45.2	60.5	33.8%	8.45	<0.001
Untia Village, Makassar, South Sulawesi	48.9	66.1	35.2%	9.12	<0.001
Klampar Village, Pamekasan, Madura	43.5	58.8	35.1%	7.98	<0.001
Combined Average (N=90)	45.9	61.8	34.6&	14.50	<0.001

The results of Table 1 show that the average AI literacy score and understanding *of engineering prompts* at all three locations increased significantly by 34.6% after training (from 45.9 become 61.8). Mark *p-value* that is far below 0.01validated that this training program was statistically effective in improving participants' basic AI competencies.

Quality of Marketing Content Prototype

A qualitative evaluation was conducted on marketing content prototypes (product descriptions and social media *captions*) generated by participants during a *hands-on* session using ChatGPT. The prototypes were assessed based on professionalism, persuasive appeal, and cultural relevance .

Table 2. Quality of Marketing Content

PkM Location	Focus on Generated Content	Main Qualitative Results
The gravel	Coffee *Terroir* Narrative , *Storytelling of* Agribusiness Products	The resulting content is much richer in narrative and highlights geographical uniqueness, which was previously difficult for MSMEs to develop independently.
Untia	Viral Culinary *Captions* , Seafood *Copywriting*	The resulting content is more structured and uses language more appropriate for social media (e.g., effective use of *hashtags* and *calls-to-action).*
Cleats	Description of Batik Philosophy, Message of Craft Values	Participants successfully created product descriptions that communicated cultural values and manufacturing processes in depth, increasing the potential selling price.

In general, the PkM team noted that 85\% Participants were able to produce at least three marketing content prototypes that were deemed equivalent to professional marketing standards, demonstrating a leap in *copywriting* skills thanks to the help of ChatGPT. Adoption Rate and Optimism. A brief post-PkM survey showed high levels of adoption and optimism: 1). 85% of participants stated that they would immediately apply ChatGPT in their daily marketing operations. 2). 92% of participants felt more confident in competing in the digital market after the training. 3). The main remaining barriers are limited stable internet access (in Kerinci and Madura) and the cost of subscribing to paid AI services in the future.

ISSN 2963-7856 (print), ISSN 2961-9890 (online)

Discussion

ChatGPT as a Digital Equity Tool in Rural Areas

The key finding of this PkM is the validation of ChatGPT as an effective *digital* equalizer for MSMEs in rural areas. The significant increase in AI literacy (34.6%) in a very short training time demonstrates that large language models do not require a high-tech educational background to operate productively.

In locations like Kersik Tuo and Klampar , where access to professional *copywriters* is difficult and expensive, ChatGPT has successfully closed the skills gap. MSMEs now have a "virtual marketing assistant" who can work 24 hours a day at minimal cost. This directly eliminates one of the biggest obstacles to increasing their market share : the quality and quantity of marketing content (Brynjolfsson & McAfee, 2014).

Implementation of Cross-Cultural *Prompt Engineering*

This discussion highlighted the success of *the hands-on* method in teaching *Prompt Engineering* in a local context-sensitive manner . The high quality of the content prototypes, particularly in Madura and Kerinci, demonstrated that participants were able to modify their prompts *to* incorporate cultural narratives and unique elements of local products (*glocalization*): 1). Madura (Klampar Village): The content generated went beyond the usual description of a physical product. Participants were able to ask ChatGPT to create a narrative about "the philosophy of the color blue in Pamekasan batik" or "the history of local woven fabrics." This transformed a craft product into a cultural value-added product , which is crucial for targeting a more premium market segment and expanding market share beyond the island. 2). Kerinci (Kersik Tuo Village): A coffee SME successfully compiled *a prompt* asking for a "description of the taste of Kerinci coffee, which is close to Mount Kerinci, for the European *specialty coffee* target market ," resulting in focused and specific *copywriting , much more professional than the previous general description.*

These results demonstrate that language and cultural barriers in the use of AI (which is often dominated by English and *western narratives*) can be overcome through locally oriented *prompt engineering training.*

Prospects for Increasing Market Share and Sustainability

High optimism (85% adoption intention) indicates significant potential for increased market share. With efficient content creation capabilities, MSMEs are now expected to be able to: 1). Increase Marketing Frequency: Publish content more consistently on social media, which is important for digital platform algorithms. 2). Expand Sales Channels: Create product descriptions optimized for multiple *e-commerce* platforms at once.

However, the discussion must also acknowledge the challenges of sustainability. Despite the success of this training, the quality and stability of internet infrastructure in rural areas (particularly in Kerinci and Madura) remains a major *bottleneck* in the daily adoption of AI. Furthermore, ethical and copyright issues related to the use of AI content must continue to be emphasized in follow-up mentoring programs (Tambunan, 2020). In conclusion, this PkM successfully transformed participants' AI literacy and the quality of their marketing *output* quickly, but the sustainability of its impact depends on broader policy interventions related to digital infrastructure and access to affordable AI services.

CONCLUSION

Based on the results of the pre-test and *post-test* analysis as well as qualitative evaluation of the marketing content prototype, the Community Service (PkM) activity "ChatGPT Socialization in Increasing MSME Market Share in Rural Areas" concluded the following:

1. Effectiveness of AI Competency Improvement: The ChatGPT intensive training program has been proven to be highly effective and statistically significant in improving basic AI literacy and *prompt engineering* skills of MSMEs in rural areas (the average post-test score increased by$\approx

35\%$This increase was consistent in all three locations, namely Kersik Tuo Village (Kerinci), Untia Subdistrict (Makassar), and Klampar Village (Madura).

2. Improved Quality and Potential Market Share: The training successfully transformed MSMEs' ability to produce professional, structured, and culturally rich digital marketing content . MSMEs are now able to use ChatGPT as an effective *copywriting* and market research assistant, directly addressing one of their biggest barriers (limited marketing *skills* and costs). This higher-quality content unlocks real potential for increased market share to a broader, premium consumer segment.
3. ChatGPT as a Digital Equalization Tool: This activity validates ChatGPT's role as a digital equalization tool that can reduce the gap between urban and rural MSMEs, provided it is accompanied by *hands-on* training and a focus on cultural adaptation (*prompt engineering*).

THANKS WORD

We express our deepest gratitude and appreciation to the Head of our Institution. Funding Institutions that have provided financial support, as well as the Supervisor/Team Leader (Alan Rakhmat and etc) for their crucial guidance and direction. We also express our deepest gratitude to the Field Partners (Village Head/Head of Kersik Tuo, Untia, Klampar] and local officials) and all participants/respondents who actively participated, because the contribution and support from all parties are the main key to the success of this project.

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ISSN 2963-7856 (print), ISSN 2961-9890 (online)