

Socialization of the Use of Meta AI to Improve the Quality of MSME Marketing Content and Increase Sales Quantity

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<https://doi.org/10.31004/jerkin.v4i2.4286>

ARTICLE INFO

Article history

Received: 20 November 2025

Revised: 26 November 2025

Accepted: 15 Desember 2025

Kata Kunci:

Meta AI, Konten Pemasaran, UMKM, Kuantitas Penjualan, Kecerdasan Buatan, Layanan Masyarakat, Java-Medan

Keywords

Meta AI, Marketing Content, MSMEs, Sales Quantity, Artificial Intelligence, Community Service, Java-Medan



ABSTRACT

Persaingan di pasar digital menuntut Usaha Mikro, Kecil, dan Menengah (UMKM) untuk secara konsisten menghasilkan konten pemasaran yang menarik, persuasif, dan berkualitas tinggi. UMKM di tingkat desa dan daerah, seperti mitra pengabdian masyarakat di Jawa Barat, Jawa Tengah, Jawa Timur, dan Medan (Sumatera Utara), menghadapi kendala utama berupa keterbatasan sumber daya manusia serta keterampilan penulisan dan desain konten, yang mengakibatkan stagnasi penjualan. Penelitian pengabdian masyarakat ini bertujuan untuk mengatasi kesenjangan tersebut melalui Sosialisasi dan Pelatihan Praktik tentang Pemanfaatan Teknologi Kecerdasan Buatan Generatif (Meta AI). Program pelatihan ini berfokus pada penerapan praktis Meta AI untuk menghasilkan ide konten, menyusun narasi promosi yang efektif, dan mengoptimalkan strategi chatbot pelanggan. Metode implementasinya meliputi (1) Diskusi Kelompok Fokus (FGD) untuk memetakan kebutuhan spesifik UMKM di setiap lokasi, (2) Pelatihan intensif selama 10 hari, dan (3) Pendampingan dan evaluasi praktis selama dua bulan. Hasil evaluasi pasca pelatihan menunjukkan peningkatan dramatis dalam variasi dan kualitas konten pemasaran digital yang dihasilkan, didukung oleh peningkatan rata-rata volume penjualan sebesar 18% untuk UMKM yang aktif menerapkan alat AI. Keberhasilan ini menegaskan bahwa adopsi AI yang mudah diakses merupakan strategi penting untuk meningkatkan daya saing UMKM regional dan mempercepat inklusi ekonomi digital.

Competition in the digital market requires Micro, Small, and Medium Enterprises (MSMEs) to consistently produce attractive, persuasive, and high-quality marketing content. MSMEs at the village and regional levels, such as community service partners in West Java, Central Java, East Java, and Medan (North Sumatra), face major obstacles in the form of limited human resources and *copywriting* and design skills, which results in stagnant sales quantities. This community service research aims to address these gaps through Socialization and *Hands-on Training on the Utilization of Generative Artificial Intelligence Technology (Meta AI)*. The training program focuses on the practical application of Meta AI for *brainstorming* content ideas, *drafting* effective promotional narratives, and optimizing customer *chatbot* strategies. The implementation method involves (1) *Focus Group Discussion (FGD)* to map the specific needs of MSMEs in each location, (2) Intensive training for 10 days, and (3) Mentoring and practical evaluation for two months. Post-training evaluation results showed a dramatic increase in the variety and quality of digital marketing content produced, supported by an 18% increase in average sales volume for MSMEs actively implementing the

AI tools . This success confirms that easily accessible AI adoption is a crucial strategy for increasing the competitiveness of regional MSMEs and accelerating digital economic inclusion.



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How to Cite: Basnendar Herry Prilosadoso et al (2025) Socialization of the Use of Meta AI to Improve the Quality of MSME Marketing Content and Increase Sales Quantity ,4(2) 13335-13339 <https://doi.org/10.31004/jerkin.v4i2.4286>

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the driving force of the Indonesian economy, serving as a social safety net and a source of job creation. The adoption of digital technology by MSMEs, driven by acceleration during the pandemic, has opened up broader markets beyond geographic boundaries. However, MSMEs in various regions, including densely populated economic centers like Java (West Java, Central Java, and East Java) and trading centers outside Java like Medan (North Sumatra), are now facing the next stage of competition: the war for digital content quality.

Although MSMEs in partner locations already have accounts on *e-commerce* platforms or social media (such as Instagram and Facebook, which are managed by Meta), most still use *suboptimal* marketing techniques. Published content tends to be passive, informative, and less persuasive, failing to capture the attention of audiences accustomed to dynamic, personalized content. This gap is a major barrier for MSMEs to achieve greater sales scale (Turban 2018).

The main problems identified in MSMEs in the four partner locations (covering the food, fashion and craft sectors) are: 1). *Limited Copywriting Skills* : MSME owners often lack the time or expertise to create compelling product descriptions and effective *calls-to-action*. 2). *Content Idea Stagnation*: The content produced tends to be repetitive and quickly becomes outdated, thus failing to spark *engagement* and decreasing visibility in social media algorithms. 3). *Time Inefficiency*: Time wasted on *brainstorming* and content *drafting* reduces the focus of MSMEs on production or customer service. These limitations create a gap between the high quality of MSME products and their suboptimal digital presentation. Therefore, specific, accessible technological interventions with a rapid learning curve are needed to address this barrier.

Recent developments in Generative Artificial Intelligence (AI), particularly *tools* integrated with or designed for the Meta platform (such as Meta AI), offer transformative opportunities. MSMEs can leverage generative AI to: 1). *Copywriting Drafting* : Helps to create a persuasive promotional narrative, in accordance with the target market, and even adapts to local or regional language trends. 2). *Visual Content Ideation*: Provides inspiration or *templates* for visual content and short videos that fit the Instagram Reels or TikTok format. 3). *Customer Service Support*: Optimizing automated *chatbots* for fast and consistent responses, which indirectly improves the shopping experience and customer loyalty (Parasuraman 1988). This community service program considers the use of Meta AI as a tool to democratize digital marketing expertise. It enables regional MSMEs, regardless of their geographic and financial limitations, to access advanced technology that can instantly improve the quality of their content.

The primary objective of this community service research is to transfer knowledge and practical skills regarding the use of MetaAI to MSMEs in four diverse locations (West Java, Central Java, East Java, and Medan). Specifically, this program aims to: 1). Measuring the improvement in the quality of digital marketing content post-training. 2). Analyzing the correlation between AI-assisted content quality and sales quantity increase. 2). Providing an effective AI *tools* socialization model that can be replicated in other MSME areas in Indonesia.

The urgency of this research lies in the need to accelerate AI adoption at the *grassroots* level. As industry giants have already adopted AI extensively, MSMEs must be equipped quickly to avoid being left behind and losing market share. By providing easily accessible *tools* and directly improving content quality, this service directly contributes to strengthening the competitiveness of regional MSMEs and supporting the achievement of national digital economic inclusion targets.

METHOD

This community service activity uses the *Blended Participatory Action* method (a combination of face-to-face for *hands-on training* and online for regular mentoring) which is carried out intensively for 10 days (*on-site* and *virtual kick-off*) followed by a 2-month post-training mentoring period.

Table 1. Location

Regional Location	Province/City	Name of Village/Sub-district of Specific Partner	Focus on the MSME Sector
West Java	Bandung Regency	Sukamulya Village	Fashion (Home-Based Clothing) and Processed Food
Central Java	Klaten Regency	Pandanrejo Village	Pottery Crafts and Local Creative Products
East Java	Batu City	Sumberagung Village	Regional Culinary Specialties and Beverage Agrotourism
Medan (North Sumatra)	Medan City	Medan Polonia Subdistrict	Beauty Services and Micro-Scale Trading Products

The implementation method of this community service uses a *Blended Participatory Action* approach that focuses on practical technology transfer and is carried out intensively for 10 days *on-site* and *virtually* followed by post-training mentoring for 2 months in four different locations, namely Sukamulya Village (West Java) , Pandanrejo Village (Central Java) , Sumberagung Village (East Java) , and Medan Polonia Village (Medan, North Sumatra) . The implementation begins with an Online Needs Assessment and FGD (Days 1-2) to map specific content challenges per region, followed by Intensive *Hands-on Training* (Days 3-7) on the use of Meta AI *tools for persuasive copywriting* and visual content ideation. The program ends with an AI-Based Content Implementation Trial and collective correction (Days 8-10), followed by 2 months of Virtual Mentoring and Monitoring to collect quantitative sales data and conduct comparative analysis on content quality improvements, in order to measure the impact of the program on the quantity of sales of partner MSMEs.

RESULT AND DISCUSSION

Result

Program Implementation Results

The community service activities carried out in a 10-day intensive period and 2 months of mentoring in Sukamulya Village (West Java), Pandanrejo Village (Central Java), Sumberagung Village (East Java), and Medan Polonia Subdistrict (Medan) succeeded in achieving 100% of the set MSME participation target. *The hands-on training* proved effective, where the initial *pre-test* showed that the average MSME understanding of AI was only 35% , increasing to 85% in the final *post-test of the hands-on training* .

Post-AI Content Quality Achievements

Comparative analysis on Day 10 showed drastic changes in the sample content uploaded by partner MSMEs: 1). Increased Content Variety: MSMEs that previously only uploaded single product photos, are now starting to produce narrative content, *listicles* (tips lists), and *storytelling* about product *value* , all of which are *drafted* using Meta AI. 2). More Persuasive *Copywriting* : Post-training *copywriting*, on average, contains CTA (*Call-to-Action*) elements and has *more relevant keywords* for social media algorithms to index, something that was not previously done.

Quantitative Analysis of Sales Impact

The primary impact measurement focused on comparing MSMEs' monthly sales volumes for the two months before (Pre-AI) and two months after (Post-AI) training. The average increase in sales volumes showed positive and significant results in four locations:

Table 2. Comparison of Sales Quantities

Partner Locations	MSME sector	Average Pre-AI Sales Quantity (Units)	Average Post-AI Sales Quantity (Units)	Average Percentage Increase
Sukamulya (West Java)	Fashion/Food	185	225	21.6%
Pandanrejo (Central Java)	Crafts/Creative	92	110	19.6%
Sumberagung (East Java)	Culinary/Agrotourism	350	410	17.1%
Medan Polonia (Medan)	Services/Trade	155	180	16.1%
Total Average		-	-	18.6%

Note: Quantity is measured in units of product/service sold per MSME per month

Quantitative Analysis: Average sales volume increased by 18.6% across all partner locations. The highest increase was achieved by MSMEs in West Java, demonstrating the effectiveness of MetaAI adoption in addressing content stagnation in *fast-moving consumer goods* (FMCG) sectors such as fashion and food.

Discussion

Democratizing Tool Effect

The success of the program in four different regions (Java and Sumatra) proves that Meta AI functions as a *democratizing tool*, overcoming the limited expertise and resources that have been a barrier for rural and regional MSMEs. In the context of craft MSMEs in Pandanrejo (Central Java), AI successfully helped them create a more attractive and *marketable* cultural narrative, demonstrating AI's capabilities not only in *hard selling* but also in *storytelling*-based *soft selling*.

Content Consistency and Scalability

Increase in sales quantity by = 18.6% This directly correlates with two factors facilitated by AI: posting consistency and content production scalability. Using AI, the time required to create a single effective *caption* was reduced from an average of 30 minutes to less than 5 minutes. This time efficiency allows partner MSMEs to post content with greater frequency and better quality, which is highly valued by social media algorithms and increases customer *engagement* (Philip 2013).

Regional Policy Implications

These findings have important implications for local governments: MSME mentoring programs must shift from focusing on infrastructure digitalization (*onboarding* to *e-commerce*) to *skills* digitalization (*upgrading skills* with AI). The success in four locations with different market characteristics demonstrates that this simple and practical AI training model has high potential for replication across Indonesia, supporting the acceleration of the digital economy at the *grassroots* level without requiring expensive hardware investments.

CONCLUSION

This community service program, which focused on the Socialization of Meta AI Utilization, successfully demonstrated that Generative Artificial Intelligence (AI) technology interventions have a positive and significant impact on improving the performance of MSMEs at the *grassroots* level. Key findings from the implementation in four regions (West Java, Central Java, East Java, and Medan) are: 1). Improved Content Quality: There is an increase in MSMEs' understanding and skills in using Meta AI (from 35% to 85%), which directly results in more varied, persuasive, and *algorithm-friendly* marketing content. 2). Increase in Sales Quantity: The implementation of Meta AI *tools* directly correlated with an average increase in sales quantity of 18.6% across all partner MSMEs within the two-month post-training period. The highest increase was achieved in *the fast-moving consumer goods* (FMCG) sector.

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