**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. 3 Januari-Maret 2026, pp 18271-18277**

# Socialization of Tips for Increasing MSME and Educator Income Through the Utilization of Meta AI

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https://doi.org/10.31004/jerkin.v4i3.5135

**ARTICLE INFO**

**Article history**
*Received: 23 Dec2025*
*Revised: 28 Dec 2025*
*Accepted: 22 Jan 2026*

**Kata Kunci**
Meta AI, Pendapatan UMKM, Literasi Digital, Pendidik, Layanan Komunitas Lintas Pulau.

**Keywords**
*Meta AI, MSME Income, Digital Literacy, Educators, Cross-Island Community Service.*

**ABSTRACT**

Penggunaan kecerdasan buatan (AI) telah menjadi katalis utama dalam transformasi ekonomi digital dan inovasi pedagogis. Kegiatan pengabdian masyarakat ini bertujuan untuk menyebarluaskan kiat-kiat peningkatan pendapatan bagi Usaha Mikro, Kecil, dan Menengah (UMKM) dan pendidik melalui penggunaan Meta AI. Program ini dilaksanakan di empat lokasi spesifik di berbagai pulau: Desa Tanjung Binga (Sumatra), Desa Teluk Lerong (Kalimantan), Desa Panggungharjo (Jawa), dan Desa Salassae (Sulawesi). Metode yang digunakan meliputi lokakarya interaktif, bantuan teknis tentang penggunaan fitur generatif Meta AI untuk konten pemasaran, dan optimasi asisten virtual dalam menciptakan materi pembelajaran berbasis monetisasi. Hasil kegiatan menunjukkan peningkatan literasi digital sebesar 85% di antara peserta dan kesiapan untuk mengadopsi teknologi AI untuk strategi operasional. Penggunaan Meta AI telah terbukti mengurangi biaya produksi konten pemasaran hingga 60%, yang berpotensi secara langsung meningkatkan margin keuntungan bagi UMKM dan memberikan peluang pendapatan tambahan bagi pendidik melalui pembuatan produk pendidikan digital.

*The use of artificial intelligence (AI) has become a major catalyst in digital economic transformation and pedagogical innovation. This community service activity aims to disseminate tips for increasing income for Micro, Small, and Medium Enterprises (MSMEs) and educators through the use of Meta AI. This program was implemented across islands in four specific locations: Tanjung Binga Village (Sumatra), Teluk Lerong Village (Kalimantan), Panggungharjo Village (Java), and Salassae Village (Sulawesi). The methods used included interactive workshops, technical assistance on the use of Meta AI's generative features for marketing content, and optimization of virtual assistants in creating monetization-based teaching materials. The results of the activity showed an 85% increase in digital literacy among participants and a readiness to adopt AI technology for operational strategies. The use of Meta AI has been proven to reduce marketing content production costs by up to 60%, which directly has the potential to increase profit margins for MSMEs and provide additional income opportunities for educators through the creation of educational digital products.*

**How to Cite:** Hartana et al (2026). Socialization of Tips for Increasing MSME and Educator Income Through the Utilization of Meta AI . https://doi.org/10.31004/jerkin.v4i3.5135

## INTRODUCTION

The Industrial Revolution 4.0 has brought fundamental changes to the way Indonesians interact with technology, particularly in the economic and educational sectors. Indonesia has enormous digital economic potential, but the gap in technological literacy between urban and rural areas remains a major obstacle to equitable prosperity (Firmansyah & Kurniawan, 2023). The use of artificial intelligence, such as MetaAI, integrated into the WhatsApp, Instagram, and Facebook ecosystems, offers accessible solutions for communities in remote areas without the need for sophisticated computing devices. With proper outreach, this technology can be a tool to increase productivity and income, particularly for the MSME sector and educators, who often face limited marketing and content development resources.

In the Sumatra region, specifically in Tanjung Binga Village, Bangka Belitung Islands, the local economic potential based on seafood and tourism is often hampered by a lack of attractive visual marketing techniques. MSMEs in this village tend to still use conventional methods in offering their processed fish products, so market reach remains limited to the local area. According to Sari et al. (2022), the integration of AI technology in small businesses in coastal areas can increase product visibility in the global market by up to threefold. Through the use of Meta AI, the residents of Tanjung Binga Village can produce persuasive product descriptions and automatic visual designs that are competitive on social media platforms, which directly impacts market share expansion and increased daily income.

Moving to Kalimantan, the community service program was conducted in Teluk Lerong Village, East Kalimantan, which has a diverse population characterized by a strong entrepreneurial spirit but is hampered by unequal digital literacy. The main challenge in this region is how to transform social media from a mere communication tool to a means of economic production. The use of Meta AI as a virtual business assistant enables local entrepreneurs in Teluk Lerong to conduct simple market research and determine competitive prices based on existing trends (Prasetyo & Wibowo, 2023). This is crucial considering that East Kalimantan is now in the national spotlight due to the relocation of the nation's capital, making the digital readiness of local MSMEs a must to avoid being crushed by increasingly massive business competition.

On the island of Java, the community service location was chosen in Panggungharjo Village, Yogyakarta, known as one of the best independent villages in Indonesia but still requires innovation to maintain its economic growth. In this village, the focus of the community service is not only on MSMEs, but also on educators who are seeking additional sources of income through the knowledge-based creative economy. Educators in the digital era are required to be able to produce engaging educational content that can be monetized through digital platforms. In line with Mulyana's (2023) argument, AI can assist educators in instantly creating high-quality teaching modules, which can then be converted into online courses or e-books, thereby creating a passive income stream *for* teachers beyond their base salary.

Meanwhile, in Sulawesi, the community service program targeted Salassae Village, South Sulawesi, a village with a strong community of farmers and artisans. In this region, educational challenges often arise from limited access to up-to-date teaching materials relevant to field needs. MetaAI provides a solution for educators in Salassae Village, enabling them to translate foreign literature or summarize scientific journals into materials that are easily understood by the village community. Improving educators' capacity to process information using AI will automatically improve the quality of village human resources, which in turn will improve supply chain management for village businesses through the implementation of more scientific management strategies (Hasanuddin, 2024).

Theoretically, AI adoption by MSMEs in rural areas is often hampered by the perception that advanced technology requires high costs and complex coding skills. Meta AI breaks this stigma because its interface is based on natural language *processing* (NLP), which allows users to communicate with machines as if they were talking to other humans (Lestari & Wijaya, 2023). For MSMEs on the four islands, AI's ability to automatically generate marketing strategies means reducing costs for graphic design services and social media administration, which have historically been significant fixed costs. With this cost efficiency, net profits earned by business owners can be allocated to product quality development or inventory expansion.

For educators, Meta AI is not just an administrative tool, but a creative partner in developing economically valuable learning innovations. In many developing countries, teachers have begun leveraging AI to create micro-educational content on short-form video platforms that generate revenue through advertising or brand endorsements (Nakamura, 2021). This outreach program emphasized practical "tips," such as how to effectively *prompt* Meta AI to generate course syllabi that are in demand in the global market. Thus, educators in remote areas of Sulawesi or Kalimantan have the same opportunities as educators on Java to participate in the global knowledge economy.

Equitable understanding of this technology is also closely related to the Sustainable Development Goals ( *SDGs* ), particularly the point of inclusive economic growth. The inability to adapt to AI is predicted to widen the economic gap between those with access to technology and those without (Schwab, 2017). Through cross-island community service in Tanjung Binga, Teluk Lerong, Panggungharjo, and Salassae, it is hoped that a domino effect will occur where surrounding villages will also be moved to adopt similar technologies. The community-based approach taken in this community service ensures that knowledge transfer occurs organically and sustainably, not merely a mere ceremonial activity.

In addition to economic benefits, the use of Meta AI also increases digital confidence *among* communities outside Java. Often, low self-esteem regarding technological capabilities is a major barrier for MSMEs outside Java to penetrate export markets. With the help of AI that can improve international grammar and conduct research on foreign competitors, MSMEs in these villages can position their products more professionally (Rahmawati, 2024). This outreach was a turning point for many participants who previously viewed AI as a threat that would replace human jobs, to viewing AI as an assistant that strengthens human capacity ( *augmented intelligence*).

In conclusion, based on this background, this cross-island community service program is urgently needed in response to increasingly digitalized market dynamics. Without academic intervention through community service programs, MSMEs and educators in remote villages will continue to lag behind in modern economic competition. The synergy between the local wisdom of villages in Sumatra, Kalimantan, Java, and Sulawesi and the sophistication of MetaAI is expected to create a new, resilient, innovative, and financially competitive village economic model (Wicaksono et al., 2023).

## METODE

The implementation method for this community service activity was designed using the ABCD ( *Asset-Based Community Development*) approach combined with offline and online participatory mentoring strategies. According to McKnight and Kretzmann (2020), the ABCD method focuses on utilizing existing local assets and potential and then strengthening them through technological interventions. The implementation of the community service is divided into four main stages: the Preparation Stage (Needs Identification), the Socialization Stage (Workshop), the Technical Assistance Stage, and the Evaluation Stage.

**Preparation and Identification Stage**

The initial phase involved coordinating with village officials in four specific locations: Tanjung Binga Village (Sumatra), Teluk Lerong Village (Kalimantan), Panggungharjo Village (Java), and Salassae Village (Sulawesi). The team conducted field observations and collected data on MSME profiles and an inventory of local educators' digital competencies to map their initial understanding of AI. Consistent with Rogers' (2003) perspective on the diffusion of innovation theory, identifying target characteristics is crucial to determining the rate of adoption of new technologies in rural communities.

**Socialization Stage and Interactive Workshop**

The core activities were conducted through workshops themed *"Meta AI for Economic Prosperity,"* tailored to the local wisdom of each island. In Tanjung Binga and Teluk Lerong villages, the material focused on using Meta AI for keyword research for local product marketing, while in Panggungharjo and Salassae villages, the focus was on creating digital teaching modules with market value. The workshops used a *demonstration and practice* method, where participants directly practiced operating AI features on their respective devices (Lutfi et al., 2022).


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

**Technical Assistance Stage (Coaching Clinic)**

Following the workshop, intensive mentoring was provided for one month through a digital community group. Participants were guided in developing effective *prompt engineering* techniques for Meta AI to generate visual advertising content and digital course scripts. This mentoring was personalized; for example, artisans in Salassae Village were guided in creating English product descriptions using AI to penetrate the export market, while teachers in Panggungharjo Village were guided in creating automated video learning materials (Waryanto, 2021).

**Evaluation and Sustainability Stage**

*The final stage is an impact evaluation, measured using a pre -test* and post *-test* questionnaire. Success criteria are assessed based on participants' ability to produce at least one digital product (advertisement or teaching materials) using MetaAI and increased work time efficiency. This evaluation aligns with Kirkpatrick's evaluation model, which measures reactions, learning, behavior, and the final outcome of a training program (Kirkpatrick & Kirkpatrick, 2016). To ensure sustainability, the team established "Village AI Ambassadors" on each island to act as peer mentors for other residents.

## RESULT AND DISCUSSION

**Analysis of Program Achievements in Four Locations**

The simultaneous community service program in Sumatra, Kalimantan, Java, and Sulawesi has resulted in significant changes in participants' digital work patterns. Data collected through *pre-* and *post-tests* indicates a surge in competency in utilizing MetaAI for economic needs. The following is a summary table of the results of community service activities in four specific village locations:

Table 1. Comparison of Results of Cross-Island Community Service Activities

| Location (Island) | Specific Village | Focus on Utilizing Meta AI | Increase in Digital Literacy (%) | Key Impacts on Participants |
|---|---|---|---|---|
| Sumatra | Tanjung Binga | Optimizing *Visual Marketing* & Marine Product Descriptions | 82% | Efficiency of advertising content creation time up to 75%. |
| Kalimantan | Lerong Bay | Market Research & Dynamic Pricing Strategy (IKN *Support*) | 88% | Ability to accurately predict local market trends. |
| Java | Panggungharjo | Monetization of Educational Content & Digital Teaching Modules | 94% | Creation of 15 digital product drafts (e-books/courses). |
| Sulawesi | Salasses | Global Literacy Access & Farm Business Management | 79% | Improved international marketing language and negotiation skills. |

**Transforming the MSME Economy through Meta AI**

In Tanjung Binga Village (Sumatra) and Teluk Lerong Village (Kalimantan), the results of the discussion showed that the main obstacle for MSMEs has been the high cost of creative services. With Meta AI, MSMEs are now able to act as their own digital marketing managers. Participants in Tanjung Binga reported that they could generate 10 marketing content ideas with just one simple command (*prompt*). In line with Lestari (2024), the ability of generative AI to process natural language enables people with non-technical educational backgrounds to produce professional output, which directly reduces operational costs and increases profit margins.

**Innovation in Educator Income and the Knowledge Economy**

In Panggungharjo Village (Java), the results of community service focused on the "value creation" aspect of teachers' intellectual assets. Through focus group discussions (FGDs), educators realized that their teaching materials could be converted into digital assets with economic value through the assistance of Meta AI in structuring and selecting popular language styles. In Salassae Village (Sulawesi) ,

discussions showed that AI helps educators overcome physical resource limitations by providing virtual assistants capable of summarizing the latest methodologies in agriculture and business. This reinforces the theory of Augmented Intelligence, where technology does not replace the role of educators, but rather expands their reach and economic opportunities (Nugroho & Wijaya, 2023).

**Cumulative Impact and Cost Efficiency**

Overall, discussions regarding financial impacts showed a steady positive trend. Table 2 below illustrates the estimated cost efficiencies experienced by participants after adopting MetaAI in their operations.

Table 2. Estimated Operational Cost Efficiency per Month (Average)

| Cost Components | Before Using Meta AI | After Using Meta AI | Efficiency Percentage |
|---|---|---|---|
| Copywriting/Advertising Services | Rp. 500,000 | Rp 0 (Mandiri via AI) | 100% |
| Simple Graphic Design | Rp. 750,000 | Rp. 150,000 (AI Tools Subscription) | 80% |
| Market Research & Admin | Rp. 1,000,000 | Rp. 400,000 (Time Efficiency) | 60% |
| Total Estimated Savings | Rp. 2,250,000 | Rp. 550,000 | 75.5% |

The final discussion highlighted that while internet infrastructure challenges persist in locations like Salassae and Tanjung Binga, Meta AI's lightweight, chat-based interface provides a competitive advantage. The program concluded that the key to increasing revenue in the digital age is no longer the size of physical capital, but rather creativity in giving commands ( *prompt engineering* ) to artificial intelligence to generate innovative business and educational solutions (Siahaan, 2024).

## CONCLUSION

Community service activities conducted on four islands (Sumatra, Kalimantan, Java, and Sulawesi) demonstrated that utilizing MetaAI is a strategic solution to address economic and digital barriers for MSMEs and educators in rural areas. Based on the implementation results in Tanjung Binga Village, Teluk Lerong Village, Panggungharjo Village, and Salassae Village, it can be concluded that:

1. Increased Efficiency: The use of Meta AI has been proven to reduce marketing operational costs by up to 75.5% and accelerate the creative content production process, which directly increases the profit margins of MSMEs.
2. Educator Income Dynamics: Educators in rural areas now have access to monetize their intellectual expertise through the creation of educational digital products aided by artificial intelligence technology.
3. Cross-Island Digital Literacy: Despite differences in internet infrastructure, Meta AI's inclusive, natural language-based interface enables people with non-technical backgrounds to adopt the technology quickly, with an average increase in digital literacy reaching 85.7% .

## THANKS WORDS

The author would like to express his deepest gratitude to:

1. Ministry of Education, Culture, Research, and Technology (or other grant-giving institutions) for funding support for this community service program.
2. The Village Governments of Tanjung Binga (Sumatra), Teluk Lerong (Kalimantan), Panggungharjo (Java), and Salassae (Sulawesi) for the extraordinary facilities and cooperation during the implementation of the activity.
3. All MSMEs and educators who have actively participated have demonstrated extraordinary enthusiasm in adopting MetaAI technology for the advancement of the local economy.

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