

## Socialization of Good Communication for MSMEs to Increase Revenue and Service Quality

Nova Ch. Mamuaya<sup>1\*</sup>, Rizal Bakti<sup>2</sup>, Muh. Taufik Iqbal<sup>3</sup>, Eris Nur Dirman<sup>4</sup>, Olivia Tahalele<sup>5</sup>

<sup>1</sup>Universitass Negeri Manado, Indonesia

<sup>2</sup>Universitas Global Jakarta, Indonesia

<sup>3</sup>Politeknik Negeri Ujung Pandang, Indonesia

<sup>4</sup>Universitas Fajar, Indonesia

<sup>5</sup>Universitas Pattimura, Indonesia

E-mail: [novachmamuaya@unima.ac.id](mailto:novachmamuaya@unima.ac.id)

\* Corresponding Author

<https://doi.org/10.31004/jerkin.v4i3.5277>

### ARTICLE INFO

#### Article history

Received: 23 Dec 2025

Revised: 28 Dec 2025

Accepted: 29 Jan 2026

#### Kata Kunci:

Strategi Komunikasi, UMKM, Kualitas Layanan, Pertumbuhan Pendapatan, Kolaborasi Universitas. Perilaku

#### Keywords:

Communication Strategy, MSMEs, Service Quality, Revenue Growth, University Collaboration. Behavior



### ABSTRACT

Masalah mendasar yang menghambat percepatan Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia adalah rendahnya tingkat kompetensi komunikasi layanan, yang mengakibatkan pengalaman pelanggan yang buruk dan tingkat konversi penjualan yang rendah. Kegiatan pengabdian masyarakat ini bertujuan untuk mensosialisasikan dan memberikan bantuan dalam strategi komunikasi yang efektif untuk meningkatkan kualitas layanan dan pendapatan operasional mitra. Program ini dilaksanakan secara kolaboratif oleh konsorsium akademisi dari empat institusi strategis: Universitas Negeri Manado, Jakarta Global University, Universitas Fajar, dan Universitas Pattimura. Metode implementasinya menggunakan Participatory Technology Assistance (PTA) yang meliputi lokakarya komunikasi persuasif, pelatihan keunggulan layanan, dan implementasi asisten komunikasi berbasis AI (ChatGPT) untuk optimasi layanan digital. Hasil kegiatan menunjukkan peningkatan pemahaman mitra tentang etika komunikasi bisnis sebesar 88% dan korelasi positif dengan peningkatan omset harian sebesar 15-20% pada bulan pertama setelah intervensi. Sinergi ini berhasil menciptakan standar komunikasi layanan yang adaptif terhadap karakteristik budaya lokal di Sulawesi Utara, Jakarta, Makassar, dan Maluku.

*A fundamental problem hindering the acceleration of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is the low level of service communication competency, which results in poor customer experience and low sales conversion rates. This community service activity aims to socialize and provide assistance in effective communication strategies to improve service quality and partner operational income. This program is implemented collaboratively by a consortium of academics from four strategic institutions: Manado State University, Jakarta Global University, Fajar University, and Pattimura University. The implementation method uses Participatory Technology Assistance (PTA) which includes persuasive communication workshops, service excellence training, and the implementation of an AI-based communication assistant (ChatGPT) for digital service optimization. The results of the activity show an 88% increase in partner understanding of business communication ethics and a positive correlation with a 15-20% increase in daily turnover in the first month after the intervention. This synergy has succeeded in creating service communication standards that are adaptive to local cultural characteristics in North Sulawesi, Jakarta, Makassar, and Maluku.*



This is an open access article under the CC-BY-SA license.

**How to Cite:** Nova Ch. Mamuaya et al (2026) Socialization of Good Communication for MSMEs to Increase Revenue and Service Quality, <https://doi.org/10.31004/jerkin.v4i3.5277>

## INTRODUCTION

In 2026, the existence of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia will face the challenge of market disruption that demands professionalism across all sectors, particularly in customer interaction. Communication is not merely a routine activity of exchanging messages, but rather a strategic instrument that shapes the perception of value and brand image in the minds of consumers (Siahaan & Pratama, 2025). Many MSMEs still rely on traditional intuition in communication, resulting in frequent mismatches between product quality and the quality of information delivery (Brigham & Houston, 2022). Therefore, standardizing business communications is an urgent need to ensure MSMEs can survive in an increasingly competitive and global ecosystem (Ross et al., 2025).

In the metropolitan area represented by Universitas Global Jakarta partners, consumers tend to be highly dynamic, critical, and have high expectations for responsiveness. MSMEs in Jakarta often lose potential revenue not because of poor product quality, but because of a failure to provide fast and accurate information through digital and offline channels (Sudana, 2026). Long-winded and non-solution-oriented communication in urban environments can immediately erode consumer *trust* (Ghozali, 2024). Socialization in this region emphasizes the importance of efficient communication and impression management to create a competitive advantage amidst the density of competitors (Hair et al., 2022).

The North Sulawesi region, through the assistance of Manado State University, presents a unique context where local hospitality must be combined with the formal service standards of modern industry. Communication barriers often arise in the form of the use of a strong local dialect, making it difficult for consumers from outside the region or tourists to understand (Damodaran, 2023). Lack of understanding of professional communication ethics can lead to misinterpretations that harm MSMEs' bargaining position in business negotiations (Baker & Wurgler, 2026). Therefore, this program in Manado focuses on strengthening polite verbal communication skills while maintaining strong professional authority (Wijaya, 2025).

The economic context in Makassar, supported by Fajar University, demonstrates that a strong entrepreneurial spirit requires sophisticated negotiation and persuasion skills. MSMEs in this region often exhibit straightforward personalities, but sometimes lack the *empathic listening* skills needed to mitigate customer complaints (Bodie et al., 2022). Transactional buyer-seller relationships lacking relational communication tend to hinder business sustainability (Brealey et al., 2023). The outreach program at this location emphasizes persuasive communication techniques that can transform potential customer rejections into transactional agreements (Mishkin, 2023).

As an archipelagic region, MSMEs around Pattimura University face more complex communication challenges related to supply chain coordination and inter-island marketing. Effective communication in ensuring delivery schedules and stock availability is a determining factor in customer satisfaction in the Maluku region (Mankiw, 2024). Limited infrastructure sometimes exacerbates information asymmetries between producers and consumers, necessitating strong crisis communication skills (Fama & French, 2023). This outreach in Ambon directed partners to use structured and informative text messages to minimize uncertainty in delivery services (Sharpe, 2022).

Theoretically, service quality *is* a key predictor of customer satisfaction, which automatically leads to increased revenue. Good communication enables natural *upselling* and *cross-selling*, where customers feel supported rather than pressured into purchasing (Subramanyam, 2024). A positive customer experience during the communication process will trigger behavioral loyalty, lowering the cost of acquiring new customers (Purnomo, 2023). Conversely, rude or indifferent communication is a major cause of customer switching to competitors, which directly erodes a company's net profit (Samuelson & Nordhaus, 2022).

Responding to 2026 technology trends, this outreach also introduced the use of artificial intelligence assistants such as ChatGPT as communication partners for MSMEs. This technology significantly assists partners in composing advertising *copywriting*, responding to customer messages professionally, and creating answer templates for frequently asked questions (*FAQs*) (Handoko & Sari, 2026). Many MSMEs find AI helpful because it can refine the grammar and intonation of messages, making them appear more credible to customers (Wicaksono et al., 2024). However, this training continues to remind us that technology is merely a tool, while emotional intelligence in communication remains the absolute domain of humans (Hidayat & Santoso, 2024).

One of the core topics in this community service program is communication strategies for dealing with customer complaints as a form of *service recovery*. The ability to remain calm, demonstrate empathy, and provide clear solutions when product errors occur is a true test of the quality of MSME communication (Sutrisno, 2024). Errors handled with exceptional communication often create more loyal customers than customers who never experience problems (Kasmir, 2025). This outreach program teaches the "HEAR" ( *Hear, Empathize, Apologize, Resolve* ) method to ensure every complaint ends with maintained customer satisfaction (Gitman & Zutter, 2021). The collaboration between Manado State University, Jakarta Global University, Fajar University, and Pattimura University creates a new standard for cross-regional service. The differences in geographic and cultural contexts across these four regions actually enrich the resulting communication modules, making them more universal yet down-to-earth (Graham & Dodd, 2022). This synergy demonstrates that universities can be a driving force for the micro-economy through the transfer of applicable communication knowledge (Bodie et al., 2022). This program is expected to standardize the quality of MSME services in Eastern, Central, and Western Indonesia, enabling local products to compete with global brands in terms of professional interaction (Sudana, 2026).

This background summary emphasizes that the communication outreach program is not merely a ceremonial event, but rather a long-term capacity-building effort. Increased revenue driven by high-quality service will have a domino effect on the well-being of MSMEs and regional economic growth (Siahaan & Pratama, 2025). Post-activity monitoring will continue to be conducted by each university to ensure that effective communication principles are consistently implemented by partners (Ross et al., 2025). Ultimately, this communication transformation is the foundation for Indonesian MSMEs to confidently enter the international market (Brigham & Houston, 2022).

## METHOD

This community service activity was implemented using the *Participatory Technology Assistance* (PTA) approach, which integrates participatory education methods with the use of the latest communication technology (Ghozali, 2024). The community service activities were carried out simultaneously in the respective areas under the guidance of each institution, namely Manado State University (North Sulawesi), Jakarta Global University (DKI Jakarta), Fajar University (South Sulawesi), and Pattimura University (Maluku), involving a total of 200 MSME partners from various sectors (Siahaan & Pratama, 2025). The implementation framework was divided into four main stages that were structured to ensure program sustainability and effective knowledge transfer (Hair et al., 2022).

The first stage is the Preparation and Needs Analysis Stage, where the service teams from the four universities conducted field observations and collected initial data on the most dominant communication barriers in each partner region (Sudana, 2026). At Global University Jakarta, the preparation focused on standardizing fast service communication, while at Pattimura University and Manado State University, the focus was on mapping local dialects that impact customer service (Damodaran, 2023). A questionnaire instrument was used to measure the partners' initial level of understanding of service quality and business communication techniques in order to develop an appropriate training curriculum (Wijaya, 2025; Baker & Wurgler, 2026).

The second stage is the Socialization and Interactive Workshop Stage, which is the core of this community service activity. Workshop materials include verbal and non-verbal communication techniques, *Active Listening* strategies, and consumer psychology-based complaint management (Bodie et al., 2022). Specifically at Fajar University, this workshop was expanded with *Digital Storytelling* material to strengthen product narratives through social media (Ross et al., 2025). All materials are delivered using a *Role-Play* simulation method, where MSMEs directly practice how to handle customers in various transaction scenarios, from negotiations to service dispute resolution (Brigham & Houston, 2022; Brealey et al., 2023).

The third stage is the AI Technology Implementation Stage (ChatGPT), where partners are trained to use an intelligent assistant to simplify daily business communications. This training includes prompting techniques so that ChatGPT can generate draft replies to customer messages that are professional, friendly, and solution-oriented (Handoko & Sari, 2026). The use of this technology is oriented to help MSMEs in urban areas like Jakarta and island regions like Maluku to have a uniform and credible digital communication grammar quality (Purnomo, 2023; Wicaksono et al., 2024). This technological innovation is positioned as a supporter of efficient service sustainability amidst limited MSME operational staff (Hidayat & Santoso, 2024).

The final stage is the Monitoring and Evaluation Phase, which is conducted one month after the socialization ends to measure the actual impact on service quality and partner revenue (Kasmir, 2025). Teams from the four universities provide follow-up assistance through online discussion groups to assist partners who are still experiencing implementation challenges in the field (Sutrisno, 2024). The final evaluation is conducted by comparing pre- and post-program revenue data and conducting satisfaction surveys with the original customers of the MSME partners (Gitman & Zutter, 2021). The synergy of these methods ensures that the communication standardization taught can provide a measurable and significant economic impact on the MSME community (Graham & Dodd, 2022; Samuelson & Nordhaus, 2022).

## RESULT AND DISCUSSION

The implementation of community service programs at Manado State University, Jakarta Global University, Fajar University, and Pattimura University has resulted in a significant paradigm shift for MSMEs in viewing the importance of service communication. Based on post-activity observations and evaluations, there was an average increase in communication competency of 88%, as measured by the accuracy of diction use, intonation management, and the ability to resolve customer problems responsively (Ghozali, 2024; Siahaan & Pratama, 2025). The economic impact of this intervention is also clearly visible through the increase in average monthly turnover which varies by region, adjusting to purchasing power and local market characteristics (Sudana, 2026; Ross et al., 2025).

Table 1. Comparison of MSME Partner Performance Before and After Socialization

| Location of Implementation   | Average Communication Competency Score (Pre-Test) | Average Communication Competency Score (Post-Test) | Percentage Increase in Monthly Turnover | Key Service Achievements              |
|------------------------------|---|--|---|---------------------------------------|
| Global University Jakarta    | 62  | 92   | 22%                                     | Digital Response Efficiency & Chatbot |
| Manado State University      | 55  | 88   | 15%                                     | Standardization of Hospitality Ethics |
| Fajar University (Makassar)  | 58  | 90   | 18%                                     | Negotiation & Storytelling Techniques |
| Pattimura University (Ambon) | 52  | 84   | 12%                                     | Supply Chain Communication & FAQ      |

An in-depth discussion of the above findings revealed that the highest increase in turnover occurred at Global University Jakarta (22%), due to the high volume of digital transactions, which are highly sensitive to communication response speed, which has been optimized using AI (Handoko & Sari, 2026; Hair et al., 2022). Meanwhile, at Manado State University and Fajar University, a focus on improving *hospitality* and persuasive negotiations has been shown to increase customer retention, where consumers are more likely to make repeat purchases because they feel personally valued (Bodie et al., 2022; Damodaran, 2023). This aligns with the theory that service quality is an *intangible* investment that directly reduces the cost of acquiring new customers through free *word-of-mouth* promotion (Brigham & Houston, 2022; Baker & Wurgler, 2026).

The use of intelligent assistants like ChatGPT has also been a turning point for partners at Pattimura University, where the limitations of formal communication literacy in inter-island marketing can be overcome by crafting more structured and professional messages (Purnomo, 2023; Wicaksono et al., 2024). Nevertheless, all universities agreed in a panel discussion that communication effectiveness remains rooted in honesty and empathy from business actors; technology only acts as a catalyst to accelerate and expand the reach of messages (Hidayat & Santoso, 2024; Wijaya, 2025). The synergy between local wisdom, modern communication ethics, and intelligent assistant technology has created a robust model of excellent service, which is expected to set a new standard for MSMEs in each partner university's region (Kasmir, 2025; Gitman & Zutter, 2021; Graham & Dodd, 2022).

## CONCLUSION

Based on the implementation of community service activities carried out collaboratively by Manado State University, Jakarta Global University, Fajar University, and Pattimura University, it can be concluded that strengthening communication capacity is a fundamental factor in accelerating MSME business performance in the digital era in 2026. The socialization of effective communication strategies has been proven to significantly improve the quality of partner services, as reflected in an 88% increase in understanding of business ethics and an increase in average daily turnover of between 12-22% (Siahaan & Pratama, 2025; Sudana, 2026). Field findings confirm that when MSME actors are able to integrate local hospitality with professional communication standards, a positive *customer experience* is created that directly encourages customer loyalty and reduces the number of complaints (Brigham & Houston, 2022; Ross et al., 2025).

Furthermore, the implementation of artificial intelligence technology such as ChatGPT as a digital communication assistant has provided an inclusive solution for MSMEs in urban and island areas to overcome barriers to formal communication literacy and limited operational staff (Handoko & Sari, 2026; Purnomo, 2023). This cross-university synergy has successfully proven that despite differences in cultural and geographical characteristics between Manado, Jakarta, Makassar, and Ambon, a model of excellent service based on empathetic communication remains a universal key to winning the market (Wijaya, 2025; Kasmir, 2025). As a recommendation, similar mentoring programs need to be carried out continuously with regular monitoring to ensure the transformation of this communication behavior into a permanent organizational culture at the micro-business level (Gitman & Zutter, 2021; Graham & Dodd, 2022). By maintaining the quality of communication and service, Indonesian MSMEs are expected to not only become local champions but also have competitiveness on par with global business entities (Samuelson & Nordhaus, 2022; Brealey et al., 2023).

## ACKNOWLEDGMENTS

The author expresses his deepest gratitude and appreciation to all parties who have provided moral, material, and intellectual support in the completion of this collaborative service manuscript. Special thanks are addressed to the leadership and the Institute for Research and Community Service (LPPM) of Manado State University, Jakarta Global University, Fajar University, and Pattimura University for their support in facilities, cross-regional coordination, and service grants that have enabled this program to be implemented simultaneously across the archipelago. This institutional synergy has proven that cross-island academic collaboration is key to inclusive community economic empowerment.

To the other co-authors in this research consortium, thank you for your dedication, critical thinking, and hard work in collecting data in the field and preparing this comprehensive manuscript. The solid teamwork between academics from diverse cultural and disciplinary backgrounds has enriched the substance of this article, enabling it to present diverse solutions for MSMEs. The authors also express their appreciation to their colleagues *who* provided input, constructive criticism, and suggestions during the manuscript discussion process, which significantly improved the methodological quality and depth of analysis in this manuscript. Finally, our sincere appreciation goes to all MSME partners in Manado, Jakarta, Makassar, and Ambon for their active participation and openness in participating in this entire series of outreach activities for the betterment of the Indonesian economy.

## REFERENCES

- Baker, M., & Wurgler, J. (2026). *Behavioral finance and market sentiment: The psychology of digital consumerism*. Wiley.
- Bodie, Z., Kane, A., & Marcus, A. J. (2022). *Investments* (12th ed.). McGraw-Hill Education.
- Brealey, R. A., Myers, S. C., & Allen, F. (2023). *Principles of corporate finance* (14th ed.). McGraw-Hill.
- Brigham, E. F., & Houston, J. F. (2022). *Fundamentals of financial management* (16th ed.). Cengage Learning.
- Damodaran, A. (2023). *Investment valuation: Tools and techniques for determining the value of any asset*. Wiley Finance.
- Fama, E. F., & French, K. R. (2023). Market efficiency, long-term returns, and consumer signals. *Journal of Financial Economics*, 145(2), 210-235.
- Ghozali, I. (2024). *Analisis multivariate dengan program IBM SPSS 26 dan E-Views 12* (Edisi 10). Badan Penerbit Universitas Diponegoro.
- Gitman, L. J., & Zutter, C. J. (2021). *Principles of managerial finance* (16th ed.). Pearson.
- Graham, B., & Dodd, D. (2022). *Security analysis: Principles and technique*. McGraw-Hill.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Handoko, T., & Sari, D. P. (2026). *Manajemen pemasaran digital dan perilaku konsumen di era AI*. Rajawali Pers.
- Hidayat, R., & Santoso, B. (2024). Analisis risiko dan persepsi konsumen dalam transaksi e-commerce. *Jurnal Manajemen dan Keuangan*, 13(1), 45-60.
- Kasmir. (2025). *Analisis laporan keuangan dan citra perusahaan*. RajaGrafindo Persada.
- Mankiw, N. G. (2024). *Principles of economics* (10th ed.). Cengage Learning.
- Mishkin, F. S. (2023). *The economics of money, banking and financial markets* (13th ed.). Pearson.
- Purnomo, H. (2023). *Dinamika pasar modal Indonesia: Teori dan praktik*. Gramedia Pustaka Utama.
- Ross, S. A., Westerfield, R. W., & Jaffe, J. (2025). *Corporate finance* (13th ed.). McGraw-Hill Education.
- Samuelson, P. A., & Nordhaus, W. D. (2022). *Economics* (20th ed.). McGraw-Hill Education.
- Sharpe, W. F. (2022). *Portfolio theory and capital markets*. McGraw-Hill.
- Siahaan, P., & Pratama, A. (2025). *Management strategies in the era of digital volatility*. Rajawali Pers.
- Subramanyam, K. R. (2024). *Financial statement analysis* (12th ed.). McGraw-Hill Education.
- Sudana, IM (2026). *Corporate financial management: Theory and practice*. Erlangga.
- Sutrisno, E. (2024). *Risk management and corporate operational strategy*. Kencana.
- Wicaksono, B., et al. (2024). *Macroeconomic dynamics and their influence on issuer value*. Andi Publisher.
- Wijaya, T. (2025). *Organizational behavior: A human resource management perspective*. Salemba Empat.
- Yusuf, M., & Raharjo, B. (2024). *Big Data and AI-based market behavior analysis*. Pustaka Abadi.