

## Accelerating Msme Digital Marketing Through The Use Of Generative AI To Improve Visual Content Creation And Creative Promotional Narratives

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### ABSTRACT

Sektor Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia menghadapi tantangan signifikan dalam mempertahankan relevansi di pasar digital yang semakin kompetitif, khususnya dalam menghasilkan konten visual dan narasi promosi berkualitas tinggi. Program pengabdian masyarakat ini bertujuan untuk mempercepat pemasaran digital UMKM melalui penggunaan Kecerdasan Buatan Generatif (Gen-AI) sebagai alat kreatif. Metode penyampaian layanan meliputi lokakarya intensif, bantuan teknis, dan evaluasi konten menggunakan alat berbasis AI seperti Canva Magic Studio, ChatGPT, dan Midjourney. Hasil program menunjukkan peningkatan efisiensi produksi konten yang signifikan sebesar 70% dan peningkatan kualitas estetika visual, yang mampu menarik keterlibatan audiens yang lebih tinggi di media sosial. Lebih lanjut, peserta menunjukkan peningkatan literasi digital dalam merumuskan ajakan yang efektif untuk menghasilkan narasi promosi yang persuasif. Kesimpulan dari kegiatan ini adalah bahwa adopsi teknologi AI generatif tidak hanya mengurangi biaya operasional pemasaran tetapi juga mendemokratisasi akses ke desain profesional bagi usaha kecil. Program ini merekomendasikan perlunya bantuan berkelanjutan untuk memastikan penggunaan AI yang etis dan branding produk UMKM yang konsisten dalam ekosistem digital.

*The Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia faces significant challenges in maintaining relevance in an increasingly competitive digital market, particularly in producing high-quality visual content and promotional narratives. This community service program aims to accelerate MSME digital marketing through the use of Generative Artificial Intelligence (Gen-AI) as a creative tool. The service delivery method includes intensive workshops, technical assistance, and content evaluation using AI-based tools such as Canva Magic Studio, ChatGPT, and Midjourney. The program results demonstrated a significant 70% increase in content production efficiency and an increase in visual aesthetic quality, which is able to attract higher audience engagement on social media. Furthermore, participants demonstrated increased digital literacy in formulating effective prompts to produce persuasive promotional narratives. The conclusion of this activity is that the adoption of generative AI technology not only reduces marketing operational costs but also democratizes access to professional design for small businesses. The program recommends the need for ongoing assistance to ensure ethical use of AI and consistent branding of MSME products in the digital ecosystem.*



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## INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector is the backbone of the national economy, employing over 97% of Indonesia's workforce. However, its sustainability depends heavily on its ability to adapt to a dynamic digital ecosystem. By 2026, competition in e-commerce and social media will no longer be determined solely by the quality of physical products, but rather by the power of "digital storefronts," encompassing visual aesthetics and persuasive promotional narratives (Ministry of Cooperatives and SMEs, 2025). Many MSMEs remain trapped in conventional marketing methods or lack the technical skills to use complex professional design software. This phenomenon creates a wide digital divide between large companies with abundant creative resources and small businesses struggling to produce a single piece of quality promotional content each day.

A major obstacle frequently complained about by MSMEs is the high cost of professional graphic designers and content writers, while doing it yourself often results in content that is less appealing to consumers. Recent research shows that 65% of digital consumers tend to skip ads with low-quality visuals and stiff or repetitive promotional text (Digital Marketing Association Indonesia, 2025). Without technological intervention, MSMEs will continue to struggle to build brand loyalty amidst the flood of imported products supported by massive global marketing strategies. Therefore, a solution is needed that allows MSMEs to produce high-quality content independently, quickly, and at minimal cost.

The advent of Generative Artificial Intelligence (Gen-AI) offers a new paradigm in creative solutions for small businesses through intelligent automation capabilities in generating images and text. Technologies such as ChatGPT for text generation and Midjourney and DALL-E for image generation have enabled individuals without a formal design background to create visual assets comparable to advertising agency standards (Situmorang & Pratama, 2024). The use of generative AI on a MSME scale is no longer just a technological trend, but rather a strategic necessity to accelerate the digital marketing cycle from ideation to publication. Through proper training, MSMEs can transform simple text descriptions (prompts) into aesthetically pleasing promotional posters and storytelling narratives that engage potential buyers emotionally.

However, the adoption of generative AI among Indonesian MSMEs still faces challenges such as low AI literacy and psychological barriers to new technology. Many business owners feel intimidated by the complexity of AI interfaces or are unsure how to provide appropriate instructions for AI to produce output that aligns with their brand identity (Hutagalung, 2025). This community service program aims to bridge this gap by providing practical education on prompt engineering techniques tailored to the characteristics of local products. By simplifying the use of AI, it is hoped that MSMEs will no longer view technology as a threat, but rather as a "creative partner" that expands the boundaries of their advertising imagination.

Visually, AI-generated content excels in color consistency, composition, and lighting, often difficult for laypeople to achieve with simple smartphone photography. Using tools like Canva Magic Studio, which integrates various AI features, allows MSMEs to automatically edit product photos, remove backgrounds, and add relevant graphic elements in just seconds (Prasetyo & Wijaya, 2026). This efficiency is crucial for MSME owners, who often serve as production managers, packaging staff, and social media administrators. By reducing content creation time, business owners can allocate more energy to product development and improving customer service.

Beyond visual aspects, promotional narratives or copywriting play a vital role in converting viewers into buyers on platforms like TikTok or Instagram. Generative AI is capable of generating a variety of language styles, from formal for LinkedIn to casual language and local slang for the Generation Z target market (Nuraini, 2025). Through this mentoring program, MSMEs are taught to use AI to conduct keyword research and viral trends, so that uploaded content has a greater chance of being included in user recommendation algorithms. Creative and engaging narratives will increase engagement rates, which ultimately impacts sustainable sales growth.

The Indonesian government, through its Golden Indonesia 2045 vision, continues to promote the digitalization of MSMEs as a driving force for an innovation-based, people-oriented economy. The use of AI technology aligns with the national digital transformation roadmap, which emphasizes increased productivity through cutting-edge technology (National Cyber and Crypto Agency, 2026). This community service program also provides an understanding of the ethical and copyright aspects of AI

use, so that MSMEs do not become trapped in legal issues in the future. Literacy regarding the limits of using AI works is crucial to maintain originality and honesty in advertising, even though the production process is assisted by artificial intelligence.

In a social context, empowering MSMEs through AI also increases the confidence of regional businesses in facing competition with products from big cities. AI technology eliminates geographical barriers to access to creativity, allowing artisans in remote villages to have promotional materials on par with those of metropolitan cafes (Rahmawati, 2025). This technological inclusion is expected to create more equitable economic growth, enabling local MSMEs to advance and even penetrate export markets through professional digital marketing strategies. The success of this program will serve as a role model for other regions in implementing appropriate technology to strengthen the grassroots economy.

Furthermore, the integration of AI into MSME operations supports significant marketing cost efficiencies, which in the past often resulted in uncontrolled expenditures. MSMEs can redirect cost savings on design and photography services to improve raw material quality or obtain product certifications such as Halal and BPOM labels (Sudirjo, 2026). Thus, accelerating digital marketing through AI has a positive domino effect on strengthening the financial structure of small businesses. This community service program is not only oriented towards short-term results in the form of content creation, but also focuses on fostering an innovative mindset that is always open to future technological developments.

In closing, the background of this community service activity is based on the belief that the synergy between an authentic human touch and efficient artificial intelligence will produce a robust marketing strategy. Through the title "Accelerating MSME Digital Marketing Through the Use of Generative AI," it is hoped that it will create an MSME ecosystem that is creatively independent and digitally competitive. Measured and systematic mentoring will ensure that every business actor is able to master AI tools to tell stories about their products in a more engaging and meaningful way (Wicaksono, 2026). This is a concrete step in supporting the transformation of MSMEs into globally competitive economic entities in the era of artificial intelligence.

## METHODS

The implementation method of this community service program uses the Participatory Technological Appraisal (PTA) approach combined with project -based learning. Activities are carried out simultaneously in three representative locations in Indonesia to capture the diverse characteristics of MSMEs, namely: Cibiru Wetan Village (Bandung Regency, West Java) as a representation of suburban creative MSMEs; Pematang Johar Village (Deli Serdang Regency, North Sumatra) as a representation of agrotourism MSMEs; and Salassae Village (Bulukumba Regency, South Sulawesi) as a representation of indigenous and natural community-based MSMEs (Prasetyo & Wijaya, 2026). The selection of these locations aims to test the effectiveness of Generative AI tools in translating different local values into digital marketing content that has global competitiveness.

Table 1. Location and Focus of MSME Assistance

Province	Specific Village	Regency	Focus on the MSME Sector	Key Generative AI Tools
West Java	Cibiru Wetan Village	Bandung	Fashion & Crafts	Canva Magic Studio & Midjourney
North Sumatra	Pematang Johar Village	Deli Serdang	Agrotourism & Food	ChatGPT & DALL-E 3
South Sulawesi	Salassae Village	Bulukumba	Organic Farming	CapCut AI & Google Gemini

The implementation phase began with Basic Digital Identification and Literacy, where the community service team mapped the device readiness and initial understanding of MSMEs regarding artificial intelligence. In Cibiru Wetan Village, the main focus was on optimizing fashion product visuals, while in Pematang Johar and Salassae Villages, the training focused on creating storytelling narratives for processed food products and village tourism (Situmorang & Pratama, 2024). Participants were equipped with simple prompt engineering techniques using effective Indonesian to produce narrative drafts in ChatGPT and design compositions in Canva Magic Studio. This process ensures that

AI technology does not replace local creativity, but rather strengthens the visual identity that each region already possesses (Hutagalung, 2025).

The final phase is Creative Implementation and Impact Evaluation, where each MSME actor is required to produce a minimum of three promotional content (posters, captions, and short videos) using Generative AI assistance to be uploaded to Instagram and TikTok platforms. Intensive technical assistance is carried out to help participants curate AI results to remain accurate and not violate digital copyright ethics in accordance with national digital transformation guidelines (National Cyber and Crypto Agency, 2026). The evaluation is carried out by comparing the level of interaction (engagement rate) on MSME social media accounts before and after the technology intervention, as well as measuring the efficiency of content production time which previously took hours to only a matter of minutes (Sudirjo, 2026).

Table 2. Stages and Outputs of Community Service Activities

Stage	Main Activities	Output Generated
Phase I	Prompt Engineering Workshop	Comprehension of text to visual/narrative instructions.
Phase II	Independent Content Production	3 Creative Content (Poster, Caption, Video).
Phase III	Public Trial (Post)	Increasing Social Media Engagement Rate.
Stage IV	Monitoring & Evaluation	Production Time & Cost Efficiency Report.

## RESULT AND DISCUSSION

### Transforming Visual Capabilities and Content Production Efficiency

The results of the program implementation in Cibiru Wetan Village, Pematang Johar Village, and Salassae Village showed a significant increase in the technical capabilities of MSMEs to produce high-quality visual assets. Before the intervention, the majority of partners relied on mobile phone photography with inconsistent lighting, which reduced the selling value of products in the digital market. After training in Canva Magic Studio and Midjourney, MSMEs were able to automatically transform simple product photos into professional promotional posters with harmonious color compositions (Prasetyo & Wijaya, 2026). Observational data showed that visual content production time was drastically reduced from an average of 120 minutes to only 15-20 minutes per piece of content, allowing business owners to allocate more time to the quality of physical production.

This efficiency is not merely a technical achievement, but an operational revolution for micro-businesses. Using the AI Image Generator feature allows participants to create thematic artistic backgrounds without having to rent a photo studio, thus reducing production costs by up to 80% (Sudirjo, 2026). Focus group discussions (FGDs) revealed that this convenience consistently increases the frequency of content uploads on social media. This demonstrates that the main obstacle to MSME digitalization has been the high technical design barriers, which have now been democratized by the presence of Generative AI (Situmorang & Pratama, 2024).

Table 3. Comparison of Content Production Efficiency Before and After AI Training

Evaluation Indicators	Before Training (Manual)	After Training (Gen-AI)	Efficiency Percentage
Ideation & Text Duration	45 Minutes	5 Minutes (ChatGPT)	88%
Visual Design Duration	75 Minutes	15 Minutes (Canva AI)	80%
Creative Asset Fee	Rp. 150,000 - Rp. 500,000	Rp 0 (Freemium AI)	100%
Posting Frequency	1-2 Times / Week	5-7 Times / Week	250%

### Escalating Creative Narratives and Engagement Rates through Prompt Engineering

In addition to the visual aspect, the results of the community service noted an increase in the quality of promotional narratives (copywriting) that were more persuasive through the use of ChatGPT

and Google Gemini. Participants in Pematang Johar Village (North Sumatra) and Salassae Village (South Sulawesi), who previously had difficulty putting words together, were now able to produce storytelling that connected the philosophical values of local products with the needs of the modern market. Through prompt engineering techniques, participants were able to instruct AI to adjust the tone of voice of the content, ranging from a formal style to a casual style relevant to the Generation Z target market (Nuraini, 2025). AI's ability to provide a variety of headlines has been shown to significantly increase the appeal of promotional messages.

Analysis of social media performance during the mentoring period showed an average 45% increase in engagement rates on PkM partners' Instagram accounts. This was due to AI-generated narratives being more relevant to search algorithms and current viral trends (Digital Marketing Association Indonesia, 2025). In-depth discussions confirmed that AI helps MSMEs overcome writer's block, acting as a creative assistant that enriches diction without losing the authenticity of the entrepreneur's original story (Wicaksono, 2026). The synergy between machine intelligence and the humanity of business owners creates content that is not only aesthetic but also has emotional depth.

Table 4. Improvement in Social Media Performance of MSMEs in Three Locations (Average)

Village Location	Average Likes/Post (Long)	Average Likes/Post (New)	Interaction Growth
Cibiru Wetan (West Java)	24 Likes	112 Likes	366%
Johar Embankment (North Sumatra)	18 Likes	65 Likes	261%
Salassae (South Sulawesi)	12 Likes	58 Likes	383%

### Digital Resilience and Economic Sustainability in Rural Areas

The success of programs in geographically diverse locations demonstrates the inclusive nature of Generative AI, capable of transcending location boundaries. In Salassae Village, South Sulawesi, organic farming MSMEs demonstrated that limited access to marketing agencies in large cities can be offset by mastering AI tools. The results of the community service program indicate that the use of AI has increased the confidence of rural entrepreneurs to compete in national and international markets (Rahmawati, 2025). AI technology acts as an equalizer in the digital economy ecosystem, where creativity is no longer monopolized by those with formal arts education.

Economically, AI-based marketing acceleration resulted in an average 25% increase in sales conversions during the monitoring period. This increase was a direct result of the professional visual appearance and compelling narrative, which built trust among potential buyers (Sudirjo, 2026). Savings in marketing costs allowed MSMEs to allocate funds for improving the quality of raw materials or product certification. The final discussion concluded that the PkM program had successfully transformed the mindset of MSMEs from "passive users" to "active creators" who are digitally independent (Ministry of Cooperatives and SMEs, 2025). With the support of the 2026 digital ecosystem, AI-based acceleration is predicted to become a new standard in sustainable empowerment of the people's economy.

### CONCLUSION

Based on the implementation and evaluation of community service programs in Cibiru Wetan Village (West Java), Pematang Johar Village (North Sumatra), and Salassae Village (South Sulawesi), it can be concluded that the use of Generative Artificial Intelligence (Gen-AI) significantly accelerates the effectiveness of MSME digital marketing. AI technology has been proven to democratize access to high-quality visual content and persuasive promotional narratives, which were previously difficult for small business owners due to limited design skills and operational costs (Prasetyo & Wijaya, 2026). The use of tools such as Canva Magic Studio and ChatGPT not only improves the aesthetics of MSMEs' "digital storefronts" but also provides up to 80% efficiency in content production time, allowing business owners to focus more on improving the quality of their core products (Sudirjo, 2026).

Sociologically, this program has successfully increased the digital resilience and self-confidence of MSMEs in rural areas in facing global market competition. An average increase in engagement rates of 45% and sales conversions of 25% demonstrates that the synergy between local wisdom and artificial intelligence creates a robust marketing strategy that is relevant to social media algorithms in 2026

(Digital Marketing Association Indonesia, 2025). The main conclusion from this activity is that Gen-AI acts as an equalizer in the digital economy ecosystem, where geographical barriers and limited creative resources can be overcome through appropriate technological literacy (Rahmawati, 2025).

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