

The Role of Digital Communication and Language Strategies in Promoting Acehese MSME Products through Social Media

Zaki Haidar Maksud^{1*}, Muhammad Furqan², Zunita³, Anis Nabila⁴

^{1,2,3,4}Syiah Kuala University, Indonesia

Email Correspondence: zakihaidarmaksud@gmail.com

Abstract:

This article aims to examine the process of MSME digitalization in marketing local products and the influence of social media use on increasing MSME product sales in Aceh. The focus of the study is directed at the use of social media as a means of promotion, branding, consumer communication, and expanding the market for local Acehese products in the digital era. This article uses a literature review method by examining various sources in the form of books, scientific journals, research articles, and documents related to MSME digitalization, social media, and digital marketing. The results of the study indicate that (1) the process of MSME digitalization in Aceh is carried out through the use of digital platforms such as Instagram, TikTok, Facebook, WhatsApp Business, and online marketplaces that help business actors in expanding the marketing of local products more effectively and efficiently, and (2) the use of social media has a positive influence on increasing MSME product sales through increased product promotion, expanding market reach, strengthening business branding, and increasing interaction between business actors and consumers. The novelty of this article is the discussion of MSME digitalization which is not only focused on the use of social media as a promotional tool, but also as part of a community empowerment strategy and local economic development based on digital technology throughout Aceh.

Keywords: social media, digitalization of MSMEs, digital marketing, product sales, Aceh MSMEs

Submitted	: 12 January 2026
Revised	: 22 March 2026
Acceptance	: 01 April 2026

Introduction

The development of digital technology in the modern era has brought about profound changes in various aspects of people's lives, particularly in the economic, trade, and business communications sectors. Advances in the internet, social media, and various digital platforms have created new patterns in marketing activities, transforming previously conventional methods into more modern and technologybased ones. This situation encourages Micro, Small, and Medium Enterprises (MSMEs) to adapt to these developments to survive and compete in an increasingly competitive market. Digital transformation is a crucial strategy for increasing product marketing effectiveness, expanding consumer networks, and increasing business revenues through broader and more efficient use of digital media (Salam, 2024). MSMEs play a crucial role in supporting the Indonesian economy, including in Aceh Province. Their presence not only serves as a source of income for the community but also creates jobs, reduces unemployment, and stimulates local economic growth. Various typical Acehnese products, such as Gayo coffee, handicrafts, traditional culinary delights, woven fabrics, and agricultural and plantation products, have significant economic value if optimally managed and marketed. Empowering MSMEs is also a crucial effort to improve the economic welfare of local communities, particularly in rural areas that still rely on small businesses as their primary source of family income (Elanta, Irawan, & Safriadi, 2024).

Despite their significant potential, most MSMEs in Aceh still face various obstacles in business development. One major issue is product marketing, which is still carried out traditionally and limited to the local community. Many entrepreneurs do not yet understand the importance of using digital media as a means of product promotion and marketing. Furthermore, limited business capital, low digital literacy, minimal marketing innovation, and unequal access to technology are also common obstacles faced by MSMEs, particularly in rural areas (Hayati & Simahatie, 2025). Amidst the rapid development of information technology, social media has become a highly effective marketing tool for MSMEs. Platforms such as Instagram, TikTok, Facebook, WhatsApp, and digital marketplaces provide significant opportunities for entrepreneurs to introduce their products to a wider audience without requiring excessive promotional costs. Through social media, MSMEs can create engaging promotional content in the form of photos, videos, live streaming, and even direct communication with consumers. This digital marketing strategy has been proven to increase public

purchasing interest and expand the market reach of local Acehese products beyond the region (Hakiki et al., 2025).

The use of social media in MSME marketing can also improve the branding process of local products so that they are better known by the wider community. Branding is an important factor in building business identity and increasing product competitiveness amidst digital market competition. MSMEs who are able to use social media creatively tend to attract consumers' attention more easily than businesses that still use traditional marketing methods. Therefore, increasing branding capabilities through business digitalization is an important step in supporting the development of MSMEs in the current digital era (Syahputra et al., 2023). Apart from social media, the use of marketplaces and e-commerce is also an important part of the MSME digitalization process. The presence of an e-commerce platform makes it easier for business actors to sell products online, expand markets, and facilitate transactions with consumers. The use of e-commerce has been proven to be able to increase sales of MSME products because consumers can buy products at any time and from anywhere without having to come directly to the business location. The use of digital technology like this is a great opportunity for local Acehese products to compete in national and even international markets (Safrina, Dewi, & Hasanah, 2025).

Changes in marketing patterns from traditional systems to digital have also occurred in various local business sectors in Aceh after the COVID-19 pandemic. Many MSME players are starting to realize the importance of using digital technology in maintaining their businesses amidst changes in consumer behavior which is increasingly dependent on online transactions. The use of digital marketing not only helps increase sales, but also helps business actors expand business relationships and increase production capacity through more effective and efficient promotions (Saleh et al., 2024). The use of social media such as TikTok is also starting to grow rapidly as a means of promoting Acehese MSMEs. Interesting short video content can have a big influence on consumer interest because it is easier to reach internet users of various ages. Digital advertising features such as TikTok Ads Manager are also one of the modern promotional strategies that MSMEs are starting to use to introduce local Acehese products more widely and interactively (Saputra et al., 2024).

Apart from providing great opportunities, digitalization of MSMEs also faces quite complex challenges. There are still business actors who do not have the ability to operate digital technology, create marketing content, or understand effective online promotion strategies. The low quality of internet infrastructure in

several rural areas is also an obstacle to implementing digital marketing. Therefore, training and assistance is needed for MSME players so that they are able to utilize digital technology optimally in developing their businesses (Muhajir et al., 2026). Efforts to empower MSMEs through digital marketing training are one solution that is often implemented by the government, academics and the community. The training program usually includes creating a business account, designing a product logo, compiling a digital catalog, and creating attractive promotional content. Direct assistance to business actors has been proven to be able to increase their ability to utilize social media and digital technology as an effective marketing tool (Rozaq et al., 2023).

On the other hand, digital transformation also has an impact on changes in society's economic patterns more broadly. The digitalization of traditional markets and the use of online media in trading activities have changed the way people carry out buying and selling transactions. This condition shows that digital technology has a major influence on local economic development and consumption patterns in modern society (Pratama, 2025). However, globalization and the development of digital markets can also be a challenge for traditional businesses if MSMEs are unable to adapt to these changes (Rizqi & Mulyanti, 2023). Regional governments also have an important role in supporting the development of digital marketing for MSMEs in Aceh. The government's communication strategy in introducing superior regional products such as Gayo coffee is a form of support for community empowerment and local economic development. Collaboration between government, society and business actors is an important factor in creating a digital ecosystem that supports sustainable growth of MSMEs (Fauziyah & Mahara, 2022).

Furthermore, the digitalization of MSMEs also contributes to supporting the preservation of local tourism and cultural potential in Aceh. Local products promoted through digital media not only increase sales but also help introduce regional cultural identity to the wider community. The development of digital-based tourism villages is one example of how technology can be utilized to support community economic growth while preserving local cultural values (Susanti et al., 2025). Therefore, digitalizing MSME marketing through social media is a crucial strategy for increasing sales of local Acehnese products in today's modern era. The use of digital media provides significant opportunities for businesses to expand markets, increase competitiveness, and strengthen local product identity. However, the success of this digital transformation depends heavily on the readiness of human resources, government support, the availability of

technological infrastructure, and the ability of MSMEs to continuously keep up with digital developments (Marwiyati, 2024). The novelty of this article is the discussion of the impact of social media use on increasing sales of local Acehese MSMEs by integrating marketing digitalization, community empowerment, and the use of modern social media platforms as a strategy for local economic development in the digital era.

Research methods

The method used in this paper is a literature study, or research that relies on various sources from libraries. According to Sugiyono (2025:9), a literature study is a data collection technique conducted by studying various references such as books, journals, scientific articles, documents, and previous research results related to the research topic. Through literature study, researchers can obtain relevant information, theories, concepts, and data to systematically support the research discussion. Library research is a research method conducted by collecting various written sources, such as books, journals, scientific articles, documents, and other sources relevant to the research topic. According to Zed (2020), library research is a series of activities carried out by researchers by reading, recording, processing, and analyzing library materials to obtain research data without conducting direct fieldwork. The data obtained is then analyzed and systematically compiled to produce conclusions in accordance with the research objectives.

The data collection method in this research was carried out through documentation study. This technique involves searching, reading, recording, and analyzing various sources related to the topic discussed. The data used comes from primary and secondary sources. Primary sources consist of books and scientific journals discussing MSME digitalization, social media, and digital marketing. Secondary sources include articles, previous research results, supporting documents, and various other information relevant to this research. The data analysis technique used was qualitative descriptive analysis. This analysis was conducted by describing, interpreting, and connecting data obtained from various library sources to produce a clearer understanding of the influence of social media use on increasing MSME product sales in Aceh. According to Moleong (2021), qualitative descriptive analysis aims to understand a phenomenon in depth through interpreting data obtained from various sources to produce a systematic and objective picture of the research object.

Research result

The Digitalization Process of MSMEs in Marketing Local Products in Aceh

The development of digital technology has had a significant impact on changing the marketing patterns of MSMEs in Aceh. Prior to digitalization, most MSMEs still used traditional marketing systems such as direct sales in markets, word-of-mouth promotion, and sales through family and friends. These conventional marketing methods were limited by their relatively narrow market reach, relatively high operational costs, and reliance on face-to-face interactions. As a result, many local Acehnese products, despite their high quality and economic potential, were unable to reach a wider market. However, with the increasing use of the internet and social media, businesses have begun to shift to digital platforms to expand their product marketing reach. This digitalization is being carried out through the use of social media platforms such as Instagram, TikTok, Facebook, WhatsApp Business, and online marketplaces to promote local Acehnese products to a wider consumer base (Salam, 2024).

Local Acehnese products marketed digitally include Gayo coffee, handicrafts, Acehnese specialties, traditional cakes, embroidered fabrics, and processed agricultural and plantation products. The use of digital media makes it easier for MSMEs to introduce their products without incurring large promotional costs. Unlike conventional marketing, which requires the costs of printing brochures, installing banners, or renting promotional space, digital marketing allows for more flexible promotion at a relatively low cost. Businesses only need a smartphone and internet access to start marketing their products to a wider consumer base. Furthermore, social media also provides opportunities for MSMEs to build brand identity and enhance direct communication with consumers through comment features, private messages, and live streaming (Hakiki et al., 2025). Branding is a crucial aspect of digital marketing because it helps create a product image that is easily recognized by the public. Through the use of logos, attractive packaging designs, distinctive product colors, and consistent information delivery, MSMEs can increase the appeal of their products amidst increasingly competitive markets. Strong branding can also increase consumer confidence in the quality of the products offered.

The digitalization of MSMEs in Aceh is also supported by various training and mentoring programs from the government, academics, and community organizations. This training covers how to create business accounts, product

photography techniques, promotional content creation, marketplace use, and digital marketing strategies using paid advertising. This mentoring aims to enable business owners to understand the effective use of digital technology to increase the competitiveness of local products (Muhajir et al., 2026). Through this training, MSMEs not only learn about technology use but also gain knowledge about marketing strategies tailored to the characteristics of digital consumers. Local governments in various regencies and cities in Aceh have also begun providing support through digital-based community economic empowerment programs. This support takes the form of digital entrepreneurship training, business equipment assistance, facilitation of business legalization, and holding online and offline MSME product exhibitions.

These activities aim to accelerate MSMEs' adaptation to technological developments so they can compete with products from other regions. In addition to improving marketing, digitalization also helps MSMEs expand their market network beyond Aceh. Consumers from various cities and even outside Java can purchase local products simply through social media or marketplaces without having to visit the business premises in person. This demonstrates that digital transformation offers significant opportunities for the development of local economies based on modern technology (Safrina, Dewi, & Hasanah, 2025). Local products previously known only to local communities can now be marketed to various regions in Indonesia, even offering the opportunity to enter international markets through digital trading platforms. Digitalization also simplifies transactions and customer service. The presence of marketplaces allows ordering, payment, and product delivery to be integrated within a single system.

MSMEs can monitor orders, manage inventory, and communicate with customers more effectively. Consumers also find it easier to find product information, compare prices, read reviews from other buyers, and make transactions anytime and anywhere. This convenience is one factor driving the growing interest in online shopping. Digital transformation is also driving changes in consumer behavior. Modern society tends to search for product information online before making a purchase. Therefore, the presence of MSMEs on social media is crucial for increasing product visibility. The more actively a business utilizes social media, the greater the chance of its products being discovered by potential consumers. This situation requires MSMEs to be

more creative in presenting promotional content that is informative, engaging, and able to build rapport with their audience.

Based on the table above, it can be seen that the digitalization process of MSMEs in Aceh is carried out through various forms of using digital technology in product marketing activities. Social media platforms are the main means of introducing local products to the wider community because they are easier to use and have relatively cheap promotional costs. Instagram and Facebook are widely used to display product photos and business information, while TikTok is used to create more interesting and interactive promotional videos (Saputra et al., 2024). Marketplaces such as Shopee and Tokopedia also help business actors expand sales online because consumers can make transactions more easily and quickly. Apart from that, using WhatsApp Business makes communication between sellers and buyers easier so that service becomes more effective. Business actors can provide product information, send digital catalogs, and respond to consumer questions directly, thereby improving service quality.

The use of the live streaming feature is also increasingly popular among MSME players because it can increase direct interaction with consumers. Through live broadcasts, business actors can introduce products in detail, show the real quality of goods, provide special promotions, and answer consumer questions directly. This strategy has been proven to be able to increase consumer confidence and encourage product purchases in a shorter time. In addition, some MSMEs are starting to use digital advertising to increase the number of customers and expand the market for local Aceh products (Rozaq et al., 2023). Digital advertising allows businesses to determine target markets based on age, location, interests and behavior of social media users. In this way, the promotions carried out are more targeted and effective than conventional marketing methods. Overall, the digitalization process of MSMEs in marketing Aceh's local products shows a significant change from traditional marketing systems to modern marketing systems based on digital technology. Digitalization not only makes it easier to promote and sell products, but also helps increase business competitiveness, expand market networks, strengthen local product branding, and support sustainable economic growth in the community. Therefore, strengthening the digitalization of MSMEs needs to continue to be supported through increasing digital literacy, developing technological infrastructure, as well as collaboration between government,

academics and business actors so that the benefits of digital transformation can be felt optimally by all Acehnese people.

The Impact of Social Media Use on Increasing MSME Product Sales Across Aceh

The use of social media has significantly increased MSME product sales across various regions in Aceh. Social media is not only used as a means of communication but also as a primary promotional tool for introducing products to the wider public. Advances in information technology and the increasing number of internet users have changed consumer behavior in seeking information and making purchases. Before making a transaction, consumers tend to seek product information through social media, read customer reviews, view product photos and videos, and compare various available options. This makes social media a crucial marketing tool for MSMEs in increasing their business competitiveness. Through creative content in the form of photos, videos, customer testimonials, and live broadcasts, MSMEs can attract consumer attention and increase purchase interest in the products they market (Syahputra et al., 2023).

Engaging and informative content can help consumers understand the advantages of the products offered, thereby increasing the likelihood of a purchase. Furthermore, the use of social media allows businesses to convey product information quickly, easily, and sustainably to potential customers without being limited by geographic distance. Instagram and TikTok are the most widely used platforms by MSMEs due to their attractive promotional features and easy accessibility for a wide range of users. Both platforms offer various features such as photo uploads, short videos, live broadcasts, daily stories, and digital advertising services that can help businesses reach a more specific target market. Creative short videos have been proven to increase the number of visitors to business accounts and directly impact product sales. Video content showcasing the product manufacturing process, how to use it, customer testimonials, and discount promotions often receive a positive response from social media users, increasing sales opportunities.

Furthermore, the use of social media also helps MSMEs build closer relationships with consumers through direct interactions in the comments section and private messages (Hakiki et al., 2025). These interactions provide businesses with the opportunity to answer consumer questions, receive feedback, and provide faster and more responsive service. A good relationship

between businesses and consumers can increase public trust in the products they market. Consumer trust is a crucial factor influencing purchasing decisions, particularly in online transactions that do not involve face-to-face meetings between sellers and buyers. The influence of social media on increasing sales is also evident in the increasing number of consumers from outside the region. Local Acehese products, previously known only in their local communities, are now gaining recognition nationwide through digital promotion. Featured products such as Gayo coffee, handicrafts, Acehese culinary specialties, embroidered fabrics, and various household products are gaining attention from consumers in various regions through consistent promotions on social media.

This situation demonstrates the crucial role of social media in expanding the market for MSME products and increasing the competitiveness of local businesses in the digital era (Saleh et al., 2024). In addition to expanding the market, social media also plays a role in strengthening the brand identity of MSME products. Branding is the process of building a product's image and character so that it is easily recognized by consumers. Through consistent logo use, attractive visual design, and targeted promotional messages, MSMEs can create a strong business identity. Good branding helps local Acehese products gain added value and compete with similar products from other regions. Successful branding through social media can also increase customer loyalty because consumers more easily remember and recognize products they have previously purchased. The use of social media also has a positive impact on marketing cost efficiency. In conventional marketing systems, businesses typically incur significant costs for printing brochures, putting up banners, or participating in product exhibitions. In contrast, social media allows for relatively low-cost, or even no-cost, promotions through organic content uploads..

For MSMEs with limited capital, this presents a significant advantage, allowing them to promote their products extensively without incurring high marketing costs. Another advantage of social media is its ability to provide data and information on consumer behavior. Various social media platforms offer analytics features that enable businesses to track the number of account visitors, user interaction levels, content reach, and the characteristics of the audience viewing their promotions. This information can be used to develop more effective marketing strategies tailored to market needs. By understanding consumer preferences, MSMEs can develop more targeted products and

promotional strategies. However, several obstacles remain in the use of social media for MSME marketing. Some businesses struggle to create engaging promotional content, understand digital marketing strategies, and utilize paid advertising features. Furthermore, limited internet access in some rural areas is also a barrier to MSME digitalization (Hayati & Simahatie, 2025). Low digital literacy levels prevent some businesses from optimally utilizing all social media features. As a result, the vast potential of digital marketing remains untapped. Based on the table, the use of social media has had a very positive impact on the development of MSMEs in Aceh. As many as 87% of businesses experienced increased sales after using social media as a product marketing tool. This data demonstrates the high effectiveness of social media in helping businesses increase revenue through broader and more affordable digital promotions. Furthermore, 90% of MSMEs stated that social media was very helpful in enhancing product promotion because it provided a broader and faster marketing reach (Hakiki et al., 2025). The 85% increase in customer numbers indicates that social media can help businesses acquire new customers more effectively. The presence of various digital promotional features makes products more easily discovered by people who were previously unfamiliar with the business. Meanwhile, 78% of MSMEs stated that the use of social media helped expand the market beyond Aceh.

These findings demonstrate that digital marketing can eliminate geographical barriers that have been a barrier to marketing local products. In addition to increasing sales and customer numbers, social media also plays a role in enhancing interactions between businesses and consumers. 82% of respondents stated that social media helps create better communication with customers. Intensive interactions can increase customer satisfaction and build consumer loyalty to marketed products. A good relationship between sellers and buyers also has the potential to generate digital word-of-mouth promotion through recommendations and positive reviews shared by consumers. Social media also helps strengthen business branding, with a percentage of 76%. Although this percentage is lower than other indicators, these results still demonstrate that social media plays a significant role in building a business's image and identity. Strong branding will add value to local Acehese products, making them more competitive in an increasingly competitive market. Overall, the research results show that digitalization of marketing through social media has a significant impact on increasing sales of MSME products in Aceh. Social media can help businesses expand their market, increase the number of

customers, strengthen product branding, enhance interaction with consumers, and improve the efficiency of promotions and sales transactions. However, the success of this digitalization still requires training support, increased digital literacy, adequate internet access, and collaboration between the government, the community, and businesses to ensure optimal and sustainable digital transformation (Elanta, Irawan, & Safriadi, 2024). With the right support, social media can be a strategic instrument in accelerating the growth of MSMEs and strengthening Aceh's local economy in the digital era.

Discussion

The development of digital technology has brought significant changes to the marketing system of MSMEs in Aceh. Before digitalization, most MSMEs still used traditional marketing methods such as direct sales in markets, word-of-mouth promotion, and marketing within the local community. These marketing systems were limited by their narrow market reach and the difficulty of reaching a wider consumer base. However, with the development of the internet and social media, MSMEs began utilizing digital platforms as a means of marketing local Acehnese products. This change demonstrates a transformation from conventional marketing systems to modern, more effective and efficient digital technology-based marketing. Digital marketing is being implemented through the use of social media platforms such as Instagram, TikTok, Facebook, WhatsApp Business, and online marketplaces like Shopee and Tokopedia. These digital platforms are being used to promote various local Acehnese products, such as Gayo coffee, traditional foods, handicrafts, Acehnese embroidery, and agricultural and plantation products.

The use of digital media makes it easier for MSMEs to introduce their products to the wider public without incurring large promotional costs. Furthermore, social media also helps businesses build brand identity, making their products more easily recognized by consumers. Comments, private messaging, and live streaming features on social media also help improve direct communication between businesses and consumers, creating closer and more interactive business relationships. Research shows that the digitalization process of MSMEs in Aceh is also supported by various training and mentoring programs conducted by the government, academics, and community organizations. This training covers business account creation, product photography techniques, digital catalog development, and the use of digital marketing strategies through paid

advertising. These mentoring programs have had a positive impact on improving MSMEs' digital literacy skills, enabling them to better utilize technology to develop their businesses.

These findings align with Salam (2024), who stated that digital transformation provides significant opportunities for MSMEs to increase marketing effectiveness and expand market networks. In addition to aiding product promotion, digital marketing has also significantly impacted the expansion of the market for local Acehese products. Consumers from various regions, even outside the island, can purchase local products simply through social media or marketplaces without having to visit the business location in person. This demonstrates that digitalization can open up broader economic opportunities for the community and support the development of a local economy based on modern technology. The research also shows that the use of marketplaces facilitates sales transactions, allowing consumers to make purchases more quickly, easily, and conveniently. The use of social media has significantly increased sales of MSME products in Aceh. Social media is used not only as a means of communication but also as an effective promotional tool for introducing products to the wider community.

Through creative content in the form of product photos, promotional videos, customer testimonials, and live broadcasts, MSMEs are able to attract consumer attention and increase purchasing interest in their products.

Instagram and TikTok are the most widely used platforms due to their engaging promotional features and easy accessibility for a wide range of users. Creative short videos have been proven to increase the number of visitors to business accounts and have a direct impact on product sales. Research shows that the use of social media helps MSMEs expand their market reach beyond Aceh. Local products previously known only in their local area are now becoming known nationally through digital promotions. Furthermore, social media helps strengthen business branding and increases direct interaction between sellers and consumers through comments sections and private messages. This interaction can increase consumer trust in the products sold, positively impacting the number of customers and MSME product sales.

The findings of this study align with the opinion of Syahputra et al. (2023), who stated that social media plays a crucial role in strengthening

product branding and increasing the competitiveness of local businesses in the digital era. Furthermore, Saleh et al. (2024) also explained that digital marketing can help businesses expand business relationships and increase product sales more effectively. However, the use of social media in MSME marketing still faces several obstacles, such as low digital literacy skills, difficulty creating engaging promotional content, and limited internet access in some rural areas. Increasingly fierce business competition on social media also requires MSMEs to be more creative and innovative in promoting their products. The use of attractive visual designs, responsive service, and consistency in creating promotional content are important factors in increasing the success of digital marketing. Therefore, government support through digital training, improving internet infrastructure, and mentoring MSMEs is essential for the digitalization process to run optimally and sustainably. Overall, the use of social media has a positive impact on increasing MSME product sales in Aceh because it can expand the market, increase the number of customers, strengthen business branding, and support the development of a digital-based local economy.

This article differs from research conducted by Hakiki et al. (2025), Rozaq et al. (2023), and Saputra et al. (2024). These studies primarily focused on digital marketing strategies and the use of specific social media platforms to promote MSME products. Hakiki et al. discussed the influence of digital marketing strategies on increasing MSME sales in North Aceh, Rozaq et al. examined digital marketing assistance through Instagram and TikTok, and Saputra et al. examined the use of TikTok Ads Manager as a promotional tool for Acehnese MSMEs. This article, however, has a broader scope because it addresses not only the use of social media as a promotional tool but also the comprehensive process of MSME digitalization in marketing local Acehnese products. This article highlights how social media plays a role in expanding markets, increasing sales, strengthening local product branding, enhancing consumer interaction, and supporting community empowerment and sustainable digital economic transformation in various regions of Aceh.

This article aligns with research conducted by Salam (2024) and Saleh et al. (2024), and Safrina, Dewi, & Hasanah (2025). Essentially, these studies all discuss the importance of digitalization in supporting the development of MSMEs and increasing sales of local products through the use of digital technology. Salam (2024) discusses the digital transformation of MSMEs in

Banda Aceh City, demonstrating that the use of digital technology can help business actors expand marketing and increase the competitiveness of local products. Saleh et al. (2024) examine the increase in production capacity and digital marketing of MSMEs after the COVID-19 pandemic, while Safrina, Dewi, & Hasanah (2025) discuss the use of e-commerce to increase sales of coffee businesses in Takengon through digital-based marketing. This article also discusses the influence of digitalization and the use of social media on increasing sales of MSME products. However, this article focuses more on the comprehensive digitalization process of marketing local Acehese products through the use of social media, marketplaces, and other digital platforms linked to community empowerment, strengthening local product branding, expanding markets, and developing a digital technology-based local economy in various regions of Aceh. Furthermore, the novelty of this article lies in the discussion of the digitalization process of MSMEs in marketing local Acehese products, which is examined more broadly and comprehensively by connecting the use of social media, community empowerment, and increasing sales of local products in various regions of Aceh. This article not only discusses social media as a means of product promotion, but also explains how digital transformation can change traditional marketing patterns into a modern marketing system based on digital technology that is more effective and efficient. In addition, this article also examines community involvement, digital training, increasing technological literacy, and government support in supporting the success of the MSME digitalization process in a sustainable manner. Another novelty lies in the discussion's focus on local Acehese products such as Gayo coffee, traditional foods, handicrafts, and home products marketed through social media and digital marketplaces as an effort to strengthen product branding, expand market networks, increase consumer interaction, and increase the competitiveness of MSMEs in facing the development of the modern digital economy.

Closing

Conclusion

The development of digital technology has had a significant impact on the transformation of the marketing system for MSMEs in Aceh. Digital marketing has enabled MSMEs to shift from traditional marketing methods to modern, digitalbased marketing. The use of social media platforms such as Instagram, TikTok, Facebook, WhatsApp Business, and online marketplaces has proven effective in helping businesses expand their market reach, enhance product

promotion, build brand identity, and enhance interaction with consumers. Local Acehese products such as Gayo coffee, traditional foods, handicrafts, and home-made products have become more widely known through digital marketing. Research shows that the use of social media has had a positive impact on increasing sales of MSME products in various regions of Aceh. Social media is an effective promotional tool because it can reach a wider consumer base at a relatively low cost. Furthermore, the use of creative content in the form of photos, promotional videos, and live broadcasts has also helped increase public interest in local products. The digitalization of MSMEs is also supported by training and mentoring that helps businesses understand the use of digital technology in marketing activities. However, the digitalization process of MSMEs in Aceh still faces several obstacles, such as low digital literacy, limited business capital, unequal internet access, and a lack of understanding of online marketing strategies. Therefore, the success of MSME digitalization requires support from various parties, including the government, the community, academics, and business actors, to ensure optimal and sustainable digital transformation.

Suggestion

Based on the research findings, it is recommended that MSMEs in Aceh continue to improve their ability to use digital technology and social media as a marketing tool. Businesses need to be more proactive in following digital marketing trends and increasing their creativity in creating promotional content to compete in the growing digital market. The local government is also expected to provide greater support through digital training, business capital assistance, and internet infrastructure development, especially in rural areas. Furthermore, collaboration between the government, universities, and the community needs to be strengthened to assist MSMEs in maximizing their use of digital technology. Future researchers are expected to conduct more in-depth research on social media-based MSME digital marketing strategies using field research methods to obtain more comprehensive and accurate data on the development of MSME digitalization in Aceh.

References

- Elanta, P., Irawan, N., & Safriadi, D. M. (2024). Empowering MSMEs to Improve Local Economic Welfare in Pulo Village, Seulimeum District, Aceh Besar Regency. *Jurnal Ikhlas Mengabdi (JIM)*, 1(2), 178–183.
- Fauziyah, N. K., & Mahara, A. (2022). The Bener Meriah Regency Government's Communication Strategy in Marketing Gayo Coffee and

Community Empowerment. Academic Journal of
Da'wa and
Communication, 3(2), 129–152.

Hakiki, N., Ameliany, N., Ritonga, N., Sukmawati, C., & Sufi, S. (2025). Analysis of the Influence of Digital Marketing Strategies on Increasing MSME Sales in Sawang District, North Aceh. *Journal of Politics, Governance, and Administration*, 1(1), 12–24.

Hayati, I., & Simahatie, M. (2025). The influence of limited capital, product, price, location, and promotion on the success of MSMEs in North Aceh (Study of Tanah Jambo Aye and Baktiya Districts). *IndOmera*, 6(12), 32–41.

Marwiyati, (2024). The impact of revitalization on the income of traders at Peunayong Market, Banda Aceh. *Cahaya Mandalika Journal*.

Muhajir, M., Sugiharto, P., Rahmawati, N., Fatma, I., Sartika, D., Nurmanita, G., & Adria, A. (2026). Socialization and training on digital marketing methods for local products, Pliek U Geutanyoe, in Lung Gayo Village, Teunom District, Aceh Jaya Regency. *Bhinneka Community Service Journal*, 4(3), 2863–2868.

Pratama, A. (2025). Local economic transformation through traditional market digitalization: A case study of Petisah Market, Medan. *Journal of Law, Social Sciences, and Economics*, 3(1), 13–17.

Rizqi, C. K., & Mulyanti, D. (2023). The impact of globalization on traditional markets in Indonesia. *Creative Management Journal (MAKREJU)*, 1(2), 114–122.

Rozaq, A., Kurniawati, I. D., Yunitasari, Y., & Stt, L. S. (2023). Marketing assistance for MSME products utilizing Instagram and TikTok social media. *Jurnal Nusantara Berbakti*, 1(1), 88–95.

Safrina, L., Dewi, H. D., & Hasanah, U. (2025). Utilization of e-commerce to increase sales at Galeri Kopi Indonesia, Takengon. *Malik Al-Shalih: Jurnal Pengabdian Masyarakat*, 4(1), 47–61.

Salam, A. (2024). Digital transformation of Indonesian MSMEs in the Industry 5.0 era: A case study in Banda Aceh City. *Journal of Management and Technology*, 1(1), 1–10.

Saleh, M., Rasyidin, M., Azmi, D., Shintia, I., & Rizal, M. (2024). Increasing production capacity and sales of Acehnese roasted coconut products after

- the COVID-19 pandemic through appropriate technology and digital marketing. *AJAD: Journal of Community Service*, 4(2), 400–407.
- Saputra, I., Waruwu, F. T., Azlan, A., & Siregar, S. R. (2024). Using TikTok Ads Manager as a promotional tool for Acehnese MSMEs (Cut Nyak Dhien House, Aceh Besar). *Journal of Community Service, Science and Technology*, 4(1), 86–89.
- Sugiyono. (2025). *Quantitative, qualitative, and R&D research methods*. Bandung, Indonesia: Alfabeta.
- Susanti, S., Yana, S., Maryam, M., Nelly, N., Radhiana, R., Marlina, M., & Sidqi, A. (2025). Digitalization of MSMEs and preservation of tourism villages in Gurah Village, Aceh Besar Regency. *Nusantara Hasana Journal*, 5(2), 621–628.
- Syahputra, R. A., Putri, C. W. A., Maliza, N. O., & Lestari, R. (2023). Improving MSME branding capabilities through business digitalization processes. *Nusantara Community Service Journal*, 4(1), 521–527.
- Zed, M. (2020). *Library research methods*. Jakarta, Indonesia: Obor Indonesia Foundation.
- .