

Assisting MSMEs in Digital Marketing through GoFood Platform Optimization at Titin Pujasera, Makassar

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Abstract

Digital marketing provides micro, small, and medium enterprises (MSMEs) with opportunities to expand their market presence through online platforms. However, limited digital skills and the lack of structured online marketing practices can hinder their adoption of digital technology. This community service program aimed to support the digital marketing capacity of Titin Pujasera, located within the Politeknik Penerbangan Makassar area, through the optimization of the GoFood platform. The program involved preliminary assessment, direct mentoring, digital menu management, promotional material development, monitoring, and evaluation. The activities included assisting the business partner in registering and activating a GoFood merchant account, uploading product photographs and descriptions, organizing menu prices and operating information, and producing a business banner and printed menus. The activity report indicated that the merchant account was successfully activated, the digital menu was populated with product information, and more than 60% of participating business personnel were able to operate the application independently after the mentoring activities. These results demonstrate the program's contribution to establishing an initial digital marketing presence and developing practical platform-management skills. However, the program's impact on sales, revenue, and customer reach could not be determined because systematic before-and-after business performance data were not available. Future programs should incorporate longer monitoring periods and measurable performance indicators to assess the sustainability and business impact of digital marketing assistance.

I. INTRODUCTION

Digital marketing has become an important approach for micro, small, and medium-sized enterprises (MSMEs) seeking to adapt to changing consumer behavior and expand their market reach. Digital platforms enable businesses to present products, communicate with customers, and provide purchasing options beyond conventional face-to-face transactions. However, the availability of digital technology does not necessarily guarantee its effective use. Business owners must also develop the practical skills required to manage online product information, promotional content, and customer orders (Fathony & Romli, 2024; Goo et al., 2026; Hadi et al., 2025). Therefore, digital transformation among MSMEs requires not only access to technology but also appropriate assistance and capacity-building activities that enable business owners to integrate digital tools into their daily operations (Hapsari & Ayyub, 2025; Rismawati et al., 2025).

Community service initiatives have increasingly addressed these challenges through training, mentoring, and practical assistance. Hapsari and Ayyub (2025), in their work with the Palem Sari MSME, illustrate how digital technology assistance can be integrated with broader business capacity development. Similarly, Yulianti (2023) describe assistance in digital marketing for an egg-based food enterprise through the use of GoFood and Instagram. These activities demonstrate the relevance of combining technology adoption with practical guidance tailored to the needs of individual businesses. Fahimah et al. (2023) also report a community service program involving digital marketing training, social media, and marketplace utilization for MSMEs in Kalikejambon, Jombang. Taken together, these initiatives indicate that digital marketing assistance can address operational challenges that conventional promotional methods alone may not resolve.

Nevertheless, digital marketing assistance should not be limited to introducing online platforms or creating business accounts. Effective participation requires business owners to understand how to maintain digital product catalogs, provide accurate descriptions, set appropriate prices, and respond to customer orders. The experience of MSMEs in different local contexts suggests that mentoring needs to be connected to the specific operational requirements of each business. Rismawati et al. (2025), for example, describe training and mentoring intended to improve the capacity of MSME actors to use social media, online marketplaces, and promotional content. Djakfar et al. (2025) similarly present a structured assistance model involving needs identification, planning, implementation, monitoring, evaluation, and reporting. These approaches highlight the importance of treating digital marketing as an ongoing business capability rather than a one-time technological intervention (Amalia & Yuliawati, 2024; Nasron et al., 2025).

For culinary MSMEs, online food delivery applications provide an additional channel through which businesses can present products and receive orders. GoFood is particularly relevant in the Indonesian context because it connects participating culinary businesses with consumers through an application-based ordering system. Yulianti and Pujianto (2023) demonstrate the practical application of GoFood assistance in a community service setting, while Hapsari and Ayyub (2025) describe the use of digital platforms as part of a broader effort to strengthen business capacity. These examples provide relevant precedents for examining how practical assistance can support the adoption of platform-based marketing. However, the benefits of platform participation should not be assumed automatically. The extent to which businesses can use such platforms effectively depends partly on their ability to manage product information and daily transactions.

This issue forms the context of the community service activity at Titin Pujasera, located within the Makassar Aviation Polytechnic environment in Makassar, South Sulawesi, Indonesia. The initial assessment identified the partner's reliance on conventional, offline sales and the need for assistance in adopting digital marketing practices. The business required support with GoFood merchant registration, digital menu preparation, product descriptions, pricing information, and promotional materials. These needs indicated that the challenge involved both the establishment of an online sales channel and the development of the operational skills required to use it. Accordingly, the assistance program combined platform registration with practical guidance on digital menu management and the preparation of supporting promotional materials.

Previous community service initiatives have addressed digital marketing through training, mentoring, and marketplace adoption (Fahimah et al., 2023; Hapsari & Ayyub, 2025; Yulianti & Pujianto, 2023). Other programs have emphasized broader capacity-building approaches, including digital promotion, branding, and the development of business competitiveness (Lesa et al., 2024; Rismawati et al., 2025). These studies establish the relevance of digital marketing

assistance for MSMEs. Nevertheless, documenting how such assistance is implemented in a specific culinary business remains useful, particularly when the intervention combines merchant registration, digital catalog management, promotional materials, and follow-up monitoring. The present article therefore addresses a practical implementation gap by describing the assistance process and examining the immediate outputs and reported operational outcomes at Titin Pujasera. This gap is contextual rather than a claim that previous studies have not examined GoFood or digital marketing among MSMEs.

The community service program aimed to support the adoption of digital marketing at Titin Pujasera through GoFood platform optimization. Specifically, the activities involved merchant registration, digital menu and product information management, assistance with pricing and operating information, the preparation of promotional materials, and monitoring and evaluation. This article contributes a context-specific account of how these activities were implemented and identifies practical considerations for similar community service initiatives. By distinguishing direct outputs from outcomes that require further measurement, the article also emphasizes the importance of evaluating digital marketing assistance beyond account creation alone. The experience is expected to inform future programs seeking to strengthen the digital marketing capacity of culinary MSMEs through practical, locally adapted, and sustainable assistance.

II. METHODS

2.1. Location and Period of the Activity

This community service activity was conducted at Titin Pujasera, located within the Makassar Aviation Polytechnic environment in Makassar, South Sulawesi, Indonesia. The partner is a culinary business serving food and beverages and was selected based on an initial assessment indicating the need for support in adopting digital marketing practices. Before the intervention, the business relied primarily on conventional, offline sales, limiting its promotional activities to customers who visited the premises. The activity was implemented by a team of students from the Management Study Program, Faculty of Economics and Business, Universitas Terbuka. The overall implementation period was May 11–22, 2026, following preparatory activities conducted from April 20 to May 8, 2026. The program consisted of preparation, direct assistance, monitoring and evaluation, and reporting.

2.2. Approach and Implementation Stages

The program adopted a practice-oriented community service approach involving direct assistance to the business partner. The approach focused on introducing digital marketing tools and developing the partner's practical ability to manage business information and sales activities through the GoFood platform. The implementation was organized into four stages.

2.2.1. Preparation and needs assessment

The preparation stage involved coordination with the business partner, an initial field survey, identification of digitalization needs, and preparation of the activity proposal. The survey was used to identify the partner's existing marketing practices and the assistance required to adopt a digital sales channel. The team also prepared supporting promotional materials, including a business banner and a printed menu. This stage established the basis for tailoring the intervention to the partner's operational needs.

2.2.2. Direct assistance and digital marketing implementation

Direct assistance was conducted on May 13–14, 2026. The first activity focused on assisting the partner with GoFood merchant registration, including the preparation of required documents, completion of business information, and account activation. The second activity focused on managing the digital menu and product information. The team guided the partner in entering menu items, uploading product photographs, preparing product descriptions, setting prices, and managing store operating information. The assistance was delivered directly at the business location using smartphones to support practical learning. Rather than limiting the activity to demonstrations, the team guided the partner through the platform's operational procedures to facilitate the development of independent operating skills. Printed promotional materials were also prepared to complement the business's digital marketing presence.

2.2.3. Monitoring and evaluation

Monitoring was conducted twice during the monitoring period of May 18–22, 2026. The purpose was to review the partner's ability to operate the GoFood application, identify technical and non-technical difficulties, and provide additional guidance where necessary. The final evaluation took place on May 22, 2026, involving the student team and the business partner. The evaluation focused on the implementation outputs and the partner's operational capacity, particularly the availability of an active merchant account, the completeness of digital menu information, and the ability to manage menus, update prices, and respond to customer orders. The activity report documented the achievement of account activation and reported that more than 60% of the participating business personnel could operate the application independently after the assistance. This figure is presented as a reported program outcome; the available documentation does not specify a formal measurement instrument or a standardized pre-test and post-test procedure.

2.2.4. Documentation and reporting

The final stage involved compiling the implementation report and organizing supporting documentation. The materials included activity photographs, videos, a logbook, promotional materials, and presentation documents. The team also reviewed the implementation process, achievements, constraints, and opportunities for follow-up assistance. These materials provided a record of the activities conducted and the outputs produced during the program.

2.3. Evaluation and Data Analysis

The evaluation used a descriptive approach based on the implementation records, field monitoring, and final evaluation documented by the community service team. The assessment considered three aspects: (1) implementation outputs, including the activation of the GoFood merchant account and the availability of digital and printed promotional materials; (2) operational capacity, particularly the partner's reported ability to manage menu information, prices, and incoming orders; and (3) implementation constraints and opportunities for continued assistance. The evaluation findings were organized descriptively to explain the activities undertaken, the outputs achieved, and the operational outcomes reported by the partner. The analysis distinguished direct program outputs from broader business impacts. In particular, the availability of a digital sales channel was treated as an immediate output, whereas increased sales, revenue, and customer reach were not considered established outcomes without supporting comparative data. This distinction was maintained to ensure that the conclusions remained consistent with the evidence documented during the community service activity.

III. RESULT AND DISCUSSION

3.1. Initial Conditions and Identification of Partner Needs

The community service program was conducted at Titin Pujasera, located within the Politeknik Penerbangan Makassar area, South Sulawesi, Indonesia. The activity was designed to support the business partner in adopting digital marketing practices through the GoFood platform. The preliminary assessment and coordination activities were carried out between April 20 and May 8, 2026, followed by the main implementation and monitoring activities during May 2026. The initial assessment identified several challenges related to the partner's marketing practices. According to the activity report, the business had limited use of digital technology for product marketing, relied substantially on manual business-management practices, and faced limitations in reaching customers beyond the surrounding area. The partner therefore needed assistance in establishing a digital storefront, organizing product information, and developing promotional materials that could support both online and offline marketing activities.

These conditions indicated that the intervention needed to extend beyond account registration. The partner also required practical guidance on how to manage digital product information and operate the platform after the mentoring team completed its activities. This approach is consistent with community service initiatives that combine digital marketing assistance with business capacity building, rather than focusing exclusively on the introduction of technology (Hapsari & Ayyub, 2025; Rismawati et al., 2025; Shobirin et al., 2025). The needs assessment also informed the selection of complementary promotional tools. Although a digital marketplace can facilitate the presentation of products to platform users, printed promotional materials remain relevant to customers who visit the physical business location. The program therefore combined GoFood onboarding and digital menu management with the development of a business banner and printed menus. Similar integrated approaches involving digital marketing, branding, and promotional materials have been reported in community empowerment programs for micro, small, and medium enterprises (MSMEs) (Arifa et al., 2025; Kristianto et al., 2025; Lesa et al., 2024).

3.2. Implementation of GoFood Registration and Digital Menu Management

The main intervention involved direct assistance to the business partner in registering for and managing a merchant account on GoFood. The activity report records that the registration and account activation assistance took place on May 13, 2026. The mentoring process included preparing the required business information, entering business details, and guiding the partner through the registration process. The report subsequently recorded that Titin Pujasera had an active merchant account on the platform. The account activation represented a key output because it established the partner's presence on a digital food-ordering platform. Nevertheless, registration should be understood as the first step in digital marketing adoption rather than evidence of business performance improvement. The practical value of the account depends on whether the partner can maintain accurate information, manage product availability, respond to incoming orders, and provide consistent service. This distinction is important when evaluating digital empowerment programs because access to a platform and the ability to use it effectively are related but different outcomes (Djakfar et al., 2025; Supriyanto et al., 2025).

Following account activation, the team provided assistance with digital menu management on May 14, 2026. The activities included entering food and beverage products, uploading product photographs, providing descriptions, setting prices, and arranging store operating information. According to the activity report, the available products were entered into the digital menu with supporting photographs, prices, and descriptions. This process helped organize product information in a format that customers could consult through the platform. Clear product names, informative descriptions, appropriate photographs, and accurate prices can reduce uncertainty when customers consider an online food order. However, the quality of these elements should be assessed through their completeness, accuracy, and suitability for customers, rather than assuming that their inclusion automatically produces additional sales. The menu-management component therefore served primarily to establish the basic operational capacity required for digital product presentation.

Direct mentoring was particularly relevant because the partner needed to practice using the application rather than only receive an explanation of its features. Figure 1 documents the team assisting the partner while using a smartphone. The photograph provides visual evidence of the practical mentoring process, although it does not independently demonstrate the partner's level of competence or the number of transactions processed through the platform.



Figure 1. Direct assistance in using a smartphone for digital marketing activities at Titin Pujasera.

The intervention reflects a practical approach to digital capacity building: the team guided the partner through the relevant tasks while the partner interacted with the application. Similar approaches have been used in digital marketing assistance programs that seek to improve MSME familiarity with online platforms and digital promotional tools [REF-03: Jefri et al., 2025; REF-07: Fahimah et al., 2023; REF-12: Hadi et al., 2025]. To strengthen this comparison in the final manuscript, the cited articles should be reviewed to confirm their specific methods, target participants, and reported outcomes.

3.3. Development of Promotional Materials and Integration of Online and Offline Marketing

In addition to establishing a digital presence, the program produced a business banner and printed menu materials for Titin Pujasera. These materials were prepared during the program's preparation period and were presented with the partner during the activity. Figure 2 documents the team displaying the banner and printed menus developed for the business.



Figure 2. Promotional materials developed for Titin Pujasera, including a business banner and printed menus.

The banner and printed menus served a different but complementary function from the GoFood menu. The digital menu was intended to present product information to users accessing the online platform, while the printed materials supported product information and business identification at the physical location. The combination of these media created a more coordinated presentation of the business across its online and offline touchpoints. From a practical perspective, consistent business names, product information, and visual presentation can help customers recognize the business and understand its offerings. Nevertheless, the present activity report does not include customer surveys, brand-recognition measurements, or other indicators that would allow the program to establish a measurable increase in brand awareness. The contribution of the promotional materials should therefore be described as the provision of supporting marketing assets, rather than as proven evidence of improved customer perception.

The use of both digital and printed promotional materials also reflects the importance of matching marketing tools to the partner's operational context. Digital platforms can provide an additional channel for product discovery and ordering, whereas printed menus remain useful for customers already visiting the location. This combined approach is consistent with community service initiatives that integrate digital marketing, branding, and conventional promotional support for MSMEs (Amalia & Yuliawati, 2024; Lesa et al., 2024; Putri, 2025). The intervention should not, however, be interpreted as a complete digital transformation of the business. The documented activities focused on marketplace registration, digital menu management, and promotional materials. The report does not establish whether the partner had integrated digital sales records, inventory management, customer databases, or financial reporting into its business operations. These areas may be considered for future development but should not be presented as achievements of the current program.

3.4. Monitoring, Evaluation, and Partner Operational Capacity

Monitoring and evaluation were conducted during May 18–22, 2026. The activity report states that the team carried out monitoring twice during this period and conducted a final evaluation on May 22, 2026. The monitoring process was intended to review the partner's use of the platform, identify technical or non-technical difficulties, and provide additional guidance where necessary. The report records that more than 60% of the participating business personnel were able to operate the GoFood application independently after the mentoring activities. The reported tasks included managing the digital menu, updating prices, and responding to customer orders. This result suggests that the intervention supported the development of practical operational skills among at least part of the partner's personnel.



Figure 3. Practical guidance for a business worker in using a smartphone during the mentoring activity.

Figure 3 illustrates an individual mentoring interaction in which a team member guides a business worker while using a smartphone. The photograph complements the account of practical assistance by showing the interaction between the mentor and the participant. However, the photograph should be interpreted as documentation of the activity, not as a standalone measurement of learning outcomes. The reported proportion of personnel able to operate the application independently is a potentially useful indicator of program achievement. For stronger academic reporting, the manuscript should explain how this proportion was calculated. In

particular, the authors should specify the total number of personnel involved, the number who demonstrated independent operation, the tasks used to assess independence, and whether the assessment was based on direct observation, an interview, or a checklist. Without these details, the figure of more than 60% should be presented as a result reported in the program documentation rather than as a fully validated quantitative measure.

The reported outcome is consistent with the broader objective of digital marketing assistance, which is not merely to provide access to an online platform but also to develop the partner's ability to use it. Previous community service programs have addressed similar capacity-building goals through digital marketing training and practical mentoring for MSMEs [REF-03: Jefri et al., 2025; (Djakfar et al., 2025; Rismawati et al., 2025; Supriyanto et al., 2025). A more detailed comparison should be made after verifying how those studies measured digital skills and assessed the sustainability of participants' use of digital tools. The monitoring period also highlights an important distinction between initial adoption and sustained use. An account can be active and a menu can be complete at the end of a mentoring program, but long-term implementation depends on the partner's ability to maintain product information, update prices when needed, manage operating hours, and respond to orders consistently. Continued practice and periodic follow-up may therefore be necessary to consolidate the skills introduced during the program.

IV. CONCLUSION

The community service program at Titin Pujasera, Politeknik Penerbangan Makassar, demonstrated the practical implementation of digital marketing assistance through the GoFood platform. The main outputs included an active merchant account, a digital menu containing product photographs, prices, and descriptions, and printed promotional materials in the form of a business banner and menus. The activity report also indicated that more than 60% of participating business personnel were able to operate the application independently after the mentoring activities. These findings suggest that direct assistance can help MSMEs establish an initial digital presence and develop practical skills for managing online marketing activities.

The program has practical implications for MSME empowerment, particularly the importance of combining platform onboarding with hands-on training and supporting promotional materials. Rather than focusing solely on account registration, similar programs should provide guidance on menu management, price updates, order handling, and routine maintenance of digital business information. For Titin Pujasera, continued practice and follow-up assistance may help sustain the use of GoFood beyond the initial mentoring period. However, the program's outcomes should be interpreted within the scope of the available evidence. The activity report did not provide systematic before-and-after data on sales, revenue, order volume, customer reach, or customer satisfaction; therefore, improvements in these business-performance indicators cannot be confirmed.

Future community service programs should incorporate clearer outcome measurements and longer monitoring periods to assess whether initial digital adoption leads to sustained operational use and measurable business benefits. Evaluation could include the number of personnel who can independently complete specified application tasks, the frequency of menu updates, order records, and sales data collected over a defined period. Future research could also examine the relationship between digital marketing capability, platform utilization, and MSME business performance across a larger number of businesses. Such evaluation would provide

stronger evidence of the effectiveness and sustainability of digital marketing assistance while helping tailor future interventions to the needs and digital readiness of individual business partners.

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