

Training on Creating English Advertisements for Digital Marketing for “Lukis Gaun” MSME in Kulon Progo Regency

Dinar Martia Azizah^{1*}, Ida Megawati², Titi Lestari³

¹⁻³ Universitas Sarjanawiyata Tamansiswa, Indonesia

*Author Correspondence: dinar.azizah@ustjogja.ac.id

Riwayat Artikel:

Naskah Masuk: 29 Januari 2026;

Revisi: 23 Februari 2026;

Diterima: 13 Maret 2026;

Tersedia: 16 Maret 2026

Keywords: Digital Marketing;
English Advertisement; Kulon
Progo; MSME; Training.

Abstract: Nowadays, Micro, Small and Medium Enterprises (MSME) are required to be able to create interesting and communicative promotional content which is written in English due to the rapid growth of digital marketing. “Lukis Gaun” MSME in Kulon Progo Regency faces difficulties in creating English based advertisement, significantly related to grammatical structure and appropriate persuasive dictions. This condition reduces the competitiveness of their product marketing. Therefore, the aim of this community service program (CSP) is to improve the skills of creating advertisement in English to support the digital marketing strategy of “Lukis Gaun” MSME. The method used in this program was training through hands on experience. The stages are (1) needs analysis and problem identification, (2) delivery the materials on creating effective advertisement in English, (3) write advertisement script, (4) revision and editing, and (5) evaluation of the results and feedback. The results of this program indicated that the participants gained better understanding on structure and features of English digital advertisement. This is reflected in the better advertisement script, especially in the aspects of grammatical, diction, and attractiveness. Participants are able to create advertisement materials in English which is ready-to-upload on social media. Therefore, training on creating English advertisement beneficial to support “Lukis Gaun” MSME digital marketing in Kulon Progo so it enables its potential to expand its product market globally.

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSME) are one of the main components of national economy, contributing significantly to job creation and economic growth in Indonesia (Ministry of Cooperatives and MSME, 2021). However, in the digital era, the capacity of MSME for effective digital marketing is still not equal, especially in the use of international languages, including English to penetrate global markets. It is necessary to strengthen MSME capacity in digital marketing to enhance their competitiveness at the global level.

“Lukis Gaun” MSME in Kulon Progo Regency is a business in fashion sector with high potential for creative products, however, it is still limited in digital marketing strategy due to language barrier. Preliminary data indicated to MSME has not optimally utilized advertising content in English on digital platforms, such as Instagram, TikTok, and Global Marketplace. This situation creates a gap between the need of international promotion and actual ability of SME in developing effective marketing materials (D. Susanti & Wibowo, 2023).

The findings of Nurhayati and Suryanto (2022) highlighted a gap in digital marketing capabilities, suggesting that MSME needs to improve digital literacy and foreign language skills in order to significantly expand the digital markets. Another study found that the use of English in digital marketing campaigns has a positive impact, increasing international consumer reach by up to 30% (Wijaya & Lestari, 2021). This indicates that English-based marketing training has become a strategic and urgent need for MSMEs in Kulon Progo.

The 2021-2025 National Action Plan for Digital Economy Development stated that the Indonesian government encourages the improvement of digital competencies among MSME actors as a top priority to accelerate the national digital transformation (Ministry of Communication and Information Technology of the Republic of Indonesia, 2021). This policy emphasizes the need for structured and sustainable training in the utilization of digital technology, including the creation of English advertisements as an important component in e-commerce.

However, there are still limited training programs that specifically integrate English language skills and digital marketing adapted to the needs of local MSMEs such as “Lukis Gaun.” Previous studies highlight the importance of contextual and participatory learning approaches so that MSME actors can directly apply the knowledge gained in their daily business operations (Prasetyo & Anggraini, 2022). This indicates that training design should be practical and flexible, aligned with the real needs of MSME.

Based on the background described above, this community service program was designed to organize an intensive workshop on creating English advertisements for the digital marketing of “Lukis Gaun” MSME. The primary objective is to improve the ability of MSME member to produce digital advertising materials that are easily understood by consumers both domestically and internationally. In addition, this activity aims to deepen the understanding of the participants of digital marketing strategies in line with government policies to strengthen the competitiveness of MSME (President of the Republic of Indonesia, 2017).

Through this training, it is expected that the gap between the need for English digital advertising and the actual capacity of MSME can be addressed, thereby expanding target market and increasing its contribution to local and national economic development. This program is also expected to serve as an example of an MSME capacity-building approach that integrates digitalization and foreign language skills, which can be replicated in other regions.

2. THEORITICAL REVIEW

English for Business

In the era of globalization, English plays an increasingly important role in international communication across political, economic, and social spheres. In the economic sphere, English is essential as a medium of communication to support business activities between countries. Businesspeople require English language skills to establish collaborations, negotiate, and sell products to a wider market. According to David Crystal (2003), English has become a global language that supports various professional sectors, including international business and trade. Research conducted by Nickerson also shows that the use of English in business communication helps increase the effectiveness of collaboration between companies across countries because it provides a uniform communication medium (Nickerson, 2005). In other words, English has become an integral part of business activities, serving as a critical competency for businesspeople and professionals in today's era.

Business letters are one example of the importance of English in the economic sector. These letters serve as a formal means of communication used to provide information, offer products, establish collaborations, and conduct business transactions. According to Mary Ellen Guffey and Dana Loewy, business letters must be written clearly, concisely, and politely so that the message is well understood by the recipient (Guffey & Loewy, 2018). A business letter typically consists of three parts: an introduction, a body, and a closing, which are structured formally and systematically to demonstrate the producer's professionalism. Previous research in the business field has shown that the use of formal and structured English in business letters can increase consumer trust and strengthen a company's personal branding.

In business, besides business letters, advertising is equally important for promoting products or services. English is also needed to create attractive and convincing advertisements for consumers. This is crucial because it influences consumers' decisions to purchase a product or collaborate. According to Philip Kotler and Kevin Lane Keller, advertising is a form of marketing communication that aims to inform, persuade, and remind consumers about a product or brand (Kotler & Keller, 2016). In a global context, the use of English in advertising is often chosen because it is considered to project a professional image and expand international markets. Several studies related to advertising also show that English influences the perception of product quality and image, especially those involved in international trade.

Digital Marketing for The Fashion Sector

Micro, Small, and Medium Enterprises (MSMEs) in the fashion sector must continuously update their product sales strategies due to the intense competition in the business world. This can open up greater opportunities. Therefore, digital marketing is needed, which is considered more efficient, low-cost, and can reach a wider market by utilizing social media for product promotion and marketing. According to Philip Kotler and Kevin Lane Keller, digital marketing allows companies to reach a wider consumer base at a relatively lower cost than traditional marketing. In other words, digital marketing provides greater opportunities for fashion MSMEs to showcase their product excellence to international consumers without the need for physical stores in various countries (Kotler & Keller, 2016).

Digital marketing not only helps fashion MSMEs expand their market but also builds personal branding and intensifies the frequency of interactions with consumers. Research conducted by Dave Chaffey shows that utilizing social media, marketplaces, and business websites can increase product visibility and strengthen relationships between businesses and customers. For MSMEs in the fashion sector, digital platforms such as social media are highly effective in showcasing designs, trends, and product uniqueness, which are key selling points in the global market. With the right content, MSMEs can attract the attention of international consumers and increase the competitiveness of local products (Chaffey & Ellis-Chadwick, 2019).

Previous research also indicates that marketing digitalization has benefits for improving MSME performance. Research by Dwi Purwana and colleagues found that the use of digital marketing helps MSMEs increase sales, expand customer networks, and strengthen their competitiveness in broader markets. These findings confirm that implementing a digital marketing strategy is essential for fashion MSMEs seeking to penetrate the international market, as digital technology can reduce the constraints of capital, location, and market access that have traditionally been barriers for small businesses (Purwana et al., 2017).

3. RESEARCH METHOD

This Community Service Program (CSP) activity is conducted through a training method that includes: 1) preparation, 2) implementation, and 3) evaluation. First, the community service team prepares by analyzing partner needs and designing training materials that cover writing advertisement drafts, selecting persuasive diction, and utilizing digital media such as Instagram and TikTok. Second, the CSP implementation utilizes interactive lectures, demonstrations of advertising content creation, and mentoring in writing English-language

advertising text. The tools and materials used include laptops, internet access, and examples of digital advertisements. The instruments used are observation sheets and interview guides, with criteria for understanding digital advertising concepts, the ability to construct promotional sentences in English, and the ability to adapt marketing messages to digital media. The practical method is applied because it is considered to support business actors' marketing communication skills and digital literacy (Kotler et al., 2019).

Data is collected through observation, interviews, and documentation to assess participants' understanding and abilities after receiving mentoring. The data is then analyzed qualitatively through the stages of data reduction, presentation, and conclusion drawing to obtain a picture of participants' understanding and abilities in creating English-language advertisements. A qualitative approach was chosen because it can provide an in-depth understanding of the learning process and changes in participant behavior in the context of community service activities (Creswell & Creswell, 2018; Miles et al., 2014).

4. FINDINGS AND DISCUSSION

Findings

This Community Service Program on the topic of English Advertisement Creation Training for Digital Marketing for the "Lukis Gaun" MSME in Kulon Progo was conducted directly at the production site. Activities included: (1) identifying needs and assessing initial understanding and abilities; (2) explaining the components of an advertisement (title, content, and call to action); (3) demonstrating how to create an English advertisement; (4) practicing how to create advertisements for MSME products; and (5) evaluating and reflecting on the training results. The needs identification phase revealed that participants were already utilizing social media for promotion, but only in Indonesian, thus not reaching a wider market.

During the material explanation phase, the CSP team emphasized the importance of understanding the components of an effective advertisement. These components include the headline (a compelling title), body copy (content that emphasizes the product's advantages), and a call to action (an invitation to learn more about the product). The community service team then provided examples of various engaging English-language digital advertisements and provided exercises to identify these components. From the initial interview, a participant stated, "I usually only write short descriptions in Indonesian, and I don't yet know how to craft compelling promotional sentences in English." This statement confirmed the participants' recognition of the importance of training in improving English language skills as part of a digital promotional strategy.

In the next session, participants practiced creating an advertisement for the product "Lukis Gaun," which featured handmade paintings rather than printed ones. Observations demonstrated active participant participation. Observation notes stated, "Participants are beginning to be able to write short, concise, and engaging headlines and are able to use descriptive adjectives such as elegant, exclusive, and handcrafted." Furthermore, participants began to understand the importance of connecting messages between the product's visuals and the ad copy.

Assessment results indicated an increase in participants' understanding of ad structure and the use of persuasive diction in English. In the final interview, an MSME owner stated, "This ad creation practice has been beneficial in broadening my understanding of the importance of ad components, making me more confident in creating English-language content on Instagram and TikTok." This finding confirms that the training not only targets language skills but also boosts MSME owners' confidence in penetrating the global market.

The results of the CSP demonstrated that training in creating English advertisements for digital marketing at the "Lukis Gaun" MSME in Kulon Progo Regency was beneficial, particularly in equipping participants with language skills and promotional strategies. Prior to participating in this program, their promotions were limited to product descriptions without considering persuasive language aspects. After participating in the demonstration and practical assistance, participants were able to create copywriting that included eye-catching headlines, comprehensive product descriptions, and compelling calls to action. One participant stated, "Previously, my writing was simple descriptions, but now I can create more compelling promotional sentences and use words like exclusive, limited edition, and custom design. This training opened my eyes to the fact that using English opens up opportunities to expand the market, especially for potential foreign buyers who are typically interested in local Indonesian products."

The final stage, the PkM evaluation, demonstrated that the practical assistance in creating English advertisements was beneficial for expanding the digital marketing of the "Lukis Gaun" MSME. Participants were able to understand and apply the structure of headlines, body copy, and calls-to-action by highlighting their product's advantages. Furthermore, they developed awareness of personal branding that emphasizes local cultural elements with a global perspective. In other words, this activity enhances the competitiveness of local MSMEs in the digital age through a combination of international language competency and creative marketing strategies. Observations during the practical session revealed that participants demonstrated active participation and high enthusiasm in developing social media promotional content.

Another observation note noted, "After receiving feedback from the community service team, participants were able to edit their ad drafts, particularly regarding the selection of convincing diction and concise sentence structure." Another note added, "Training participants appeared confident when showing their digital ads and were able to explain the rationale for their word choices in English and outline their product's advantages." The final product of the training was a digital ad posted on the MSME social media platform "Lukis Gaun." The ad demonstrated a better alignment of visual aspects with the narrative compared to before the training.

Discussion

A mentoring program for creating English-language advertisements for digital marketing at the "Lukis Gaun" MSME in Kulon Progo Regency demonstrated awareness and language literacy skills in the context of promotions and strategies for reaching a wider market. This finding aligns with a study by Purwana, D., Rahmi, R., and Aditya, S.(2017), which found that social media-based digital marketing training effectively increased MSME competitiveness through optimized promotional content. In this community service, the use of English, particularly in captions and descriptions of product advantages, is expected to enhance MSME personal branding and enhance export readiness. This implies that in the era of globalization, mastery of international languages and digital marketing strategies is a vital requirement for MSMEs seeking to penetrate the global market.

Furthermore, the learning-by-doing approach, through demonstrations and hands-on mentoring in creating headlines, body copy, and calls-to-action for digital advertisements, boosted participants' confidence. This aligns with the results of a community service program conducted by Susanti, E., Gunawan, A., and Sukaesih, S.(2020), which confirmed that practice-based training in digital content marketing improves the ability to independently produce promotional content. Through this activity, participants not only understand the components of advertising but also adapt to the culture, perspectives, and language styles of international consumers, which differ somewhat from local consumers. Advertising content is expected to be more communicative and targeted.

In terms of language, this activity emphasized the importance of understanding persuasive language, which serves as an emotional appeal in advertising. Evaluations showed that participants were able to choose descriptive and expressive diction to illustrate the uniqueness and advantages of the Lukis Gaun product in a way that is not boring. This aligns with the findings of Kotler, P., and Armstrong, G.(2018), which suggest that effective

marketing messages must create emotional value and differentiate the product. Therefore, the linguistic aspect of English-language digital advertising is a crucial factor in building the identity of the "Lukis Gaun" MSME.

Furthermore, the use of Instagram and TikTok as digital advertising media in this activity demonstrated increased engagement after practicing copywriting techniques. These findings are consistent with research by Tuten, T. L., and Solomon, M. R.(2017), which states that effective social media marketing strategies emphasize interactive, relevant, and audience-oriented content. For MSMEs in areas like Kulon Progo Regency, utilizing Instagram and TikTok is a more effective solution and can reduce production costs while still expanding marketing networks compared to conventional promotions.

Overall, this training demonstrates that the synergy between literacy competencies and digital marketing strategies can enhance and expand MSME marketing sustainably. These findings reinforce the research findings of Chaffey, D., and Ellis-Chadwick, F.(2019), which emphasizes the importance of an integrated digital marketing strategy for creating a competitive advantage. Therefore, this Community Service Program (PKM) activity not only provides short-term impacts in the form of improved skills but also opens up opportunities for broader market expansion on the international stage for the "Lukis Gaun" MSME.

5. CONCLUSION AND SUGGESTION

The program entitled Training on Creating English Advertisements for Digital Marketing for "Lukis Gaun" MSME in Kulon Progo Regency was successfully implemented and achieved the targeted outcomes. The training effectively improved the understanding of the participants and their skills in composing English advertising texts that are communicative, persuasive, and aligned with the characteristics of digital marketing. The partner demonstrated improved ability in selecting appropriate diction, formulating engaging headlines, and adapting content to a broader target market, including international consumers. Therefore, this activity not only strengthened language capacity but also supported the branding strategy and competitiveness of the MSME in the digital era.

The implications of this activity indicate that mastery of English for Specific Purposes (ESP), particularly in the context of digital marketing, has become a crucial need for MSME participants who aim to expand their market. Practice-based training, such as creating advertising content for social media and online marketplaces, has proven effective in increasing the confidence and independence of partners in managing online product promotion.

Furthermore, collaboration between universities and MSME provides tangible benefits in empowering the local economy through the improvement of marketing communication quality.

Based on the results of the Community Service Program, future community service programs can focus on long-term training. For example, training on creating visual content using storytelling and assessing advertising effectiveness through social media insight analysis. Furthermore, the scope of training participants should be expanded to include more MSMEs in Kulon Progo Regency so that the impact can be felt by the community in a broader and more organized manner. With a sustainable program, it is hoped that digital marketing skills using English for MSMEs can contribute to the growth of the regional creative economy through global market expansion.

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