

Empowering women entrepreneurs through digital marketing mentoring: A community service for GMIT Genesaret Women's Group in Kupang City

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Abstract

This Community Service Activity (CSA) aims to empower the GMIT Genesaret Women's Group in Kupang City through increasing entrepreneurial capacity and digital-based marketing. This program also encourages the use of local potential, especially the processing of papaya into value-added products. The methods used include counseling, practical training, discussions, and participatory mentoring. A total of 30 participants were actively involved in the entire series of activities. Evaluation is conducted through pre- and post-tests, as well as observations throughout the process. The results of the activity showed an increase in participants' understanding of entrepreneurship concepts, mastery of digital marketing instruments, and skills in processing papaya into creative snacks. Participants' enthusiasm and motivation to develop digitally based businesses also increased. Participants were able to understand the steps of starting an online business and use social media as a means of promotion. The implications of this activity emphasize the need for more intensive follow-up assistance, such as content creation training, product packaging, and business registration on digital platforms.

Keywords: Entrepreneurship, Digital Marketing, Women Preneurship, Community Service

Abstrak

Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memberdayakan Kelompok Perempuan GMIT Genesaret di Kota Kupang melalui peningkatan kapasitas kewirausahaan dan pemasaran berbasis digital. Program ini juga mendorong pemanfaatan potensi lokal, khususnya pengolahan pepaya menjadi produk bernilai tambah. Metode yang digunakan meliputi penyuluhan, pelatihan praktis, diskusi, dan pendampingan partisipatif. Sebanyak 30 peserta terlibat aktif dalam seluruh rangkaian kegiatan. Evaluasi dilakukan melalui pre-test dan post-test serta observasi selama proses berlangsung. Hasil kegiatan menunjukkan peningkatan pemahaman peserta dalam konsep kewirausahaan, penguasaan instrumen pemasaran digital, serta keterampilan mengolah pepaya menjadi camilan kreatif. Antusiasme dan motivasi peserta untuk mengembangkan usaha berbasis digital juga meningkat. Peserta mampu memahami langkah-langkah memulai usaha online dan memanfaatkan media sosial sebagai sarana promosi. Implikasi dari kegiatan ini menekankan perlunya pendampingan lanjutan yang lebih intensif, seperti pelatihan pembuatan konten, pengemasan produk, serta pendaftaran usaha pada platform digital.

Kata kunci: Kewirausahaan, Pemasaran Digital, Preneurship Perempuan, Pengabdian Masyarakat

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1. Introduction

Entrepreneurship is not just about starting a business, but also managing it effectively (Pan et al., 2022). There needs to be a combination of skills, including financial management, marketing, operations, and leadership. Entrepreneurship today is inseparable from digital-based marketing in improving their performance (Kraus et al., 2021). Entrepreneurship and digital marketing are intertwined in the modern business world (Homburg & Wielgos, 2022). Entrepreneurship involves innovation and adaptation, while digital marketing allows entrepreneurs to connect their products or services to a wider market (Jung & Shegai, 2023).

In this context, entrepreneurship requires a deep understanding of changing trends and market needs. Digital marketing provides powerful tools to reach consumers, from social media, online advertising, to data analysis to understand consumer behavior (Appel et al., 2020). Entrepreneurs can use digital marketing to test new ideas, gather feedback, and quickly modify their strategies based on the data obtained (Dwivedi et al., 2021). They can leverage online platforms to build brands, interact directly with potential customers, as well as expand their market reach globally at a relatively lower cost compared to traditional marketing methods. Digital marketing is an essential part of any strategy today (Hien & Nhu, 2022). With the advent of social media and e-commerce, customers are increasingly turning to online platforms to find and buy products and services. The utilization of digital channels such as websites, search engines, social media and email marketing, can reach a wider audience, build brand awareness and drive sales (Dwivedi et al., 2021).

The combination of entrepreneurship and digital marketing allows entrepreneurs to become more responsive to market changes, create new opportunities, and expand their business footprint in the ever-evolving digital age (Hoffman et al., 2022). Despite the various benefits offered by digital marketing, several obstacles arise if this is done by women. The role of women in the economy is increasingly recognized as an important element in inclusive and sustainable economic growth (Alsaad et al., 2023). In the midst of the dynamics of global development, women's groups often face challenges in accessing equal opportunities in the business world (Cardella et al., 2020). As a woman, she often faces unique challenges in the business world but also has the power to help you succeed (Pounder et al., 2023).

Kupang City has great potential for the development of Micro, Small, and Medium Enterprises (MSMEs), but the contribution of women in this sector still needs greater support. This community service activity involved 30 participants from the GMIT Genesaret Women's Group in Kupang City. Initial observation and discussion showed that the participants already had productive skills and were interested in small-scale business activities, particularly in home-based food processing and simple trading activities. However, their business practices were still mostly conventional, and the use of digital technology for promotion and marketing was still limited. These conditions indicate that the group needed practical mentoring in entrepreneurship, digital marketing, and the use of local resources for business development. Therefore, this

mentoring program was considered an important step to strengthen business skills and improve the ability to market products through digital platforms.

2. Method

This community service activity was designed as a training and mentoring program for the GMIT Genesaret Women's Group in Kupang City. The program involved 30 participants from the partner group. Participants were selected purposively from members of the women's group who already had productive skills or were involved in small-scale business activities, but had not yet utilized digital technology optimally to support marketing and business development (Riwu & Kurniawati, 2023). The activity was carried out from January to October 2025, while the main socialization and training session was conducted on September 2, 2025.

The problem-solving method used in this program combined education, training, and mentoring. The activity began with an initial identification of partner needs through discussion and simple observation of participants' business conditions. The results of this initial identification showed that participants still relied on conventional business practices, had limited understanding of digital entrepreneurship, and had not maximized local resources as products with higher economic value. Based on these conditions, the program focused on strengthening entrepreneurial understanding, digital marketing skills, and local product innovation through papaya-based snack processing.

To assess the effectiveness of the program, an evaluation design using pre-test and post-test was applied. The instrument used was a simple questionnaire consisting of five indicators (Nawi et al., 2025; Riwu et al., 2023, 2026): (1) knowledge of entrepreneurship, (2) knowledge of digital entrepreneurship methods and instruments, (3) knowledge and skills in processing papaya as a value-added raw material, (4) experience in papaya snack production training, and (5) motivation to continue papaya-based business and digitalization. In addition to the questionnaire, observation was conducted during the activity to assess participant attendance, activeness in discussions, and engagement in practical sessions. Monitoring and evaluation were carried out at the end of the activity to identify changes in participants' understanding and readiness to apply the knowledge gained.

The knowledge transferred in this activity is knowledge about the entrepreneurial spirit, benefits and how to manage digital entrepreneurship correctly where it is taught how to make the right digital entrepreneurship. So the approach used is (Grover, 2015)

- 1) A Participatory Approach. Partners were actively involved throughout the activity, from the identification of needs to the implementation of discussions, training, and practice sessions. Participants were encouraged to share their experiences, identify problems faced in their business activities, and discuss possible solutions together. This approach was used to ensure that the material delivered was relevant to the real conditions and needs of the partner group. In the practical

sessions, participants were directly involved in learning activities related to digital entrepreneurship and papaya-based product processing.

- 2) Mentoring. During this program, mentoring was provided to help participants understand and apply the material presented. Assistance was focused on entrepreneurship, digital marketing, and the use of digital technology to support business promotion. Mentoring was also directed at encouraging participants to recognize the potential of local resources, especially papaya, as an alternative business product with economic value. Through this approach, participants were expected not only to understand the concepts introduced but also to gain confidence in applying them to their business activities.

3. Results

Empowerment Activities and Training Outcomes

This PKM activity aims to empower the Women's Group of GMIT Genesaret Kupang City through increasing entrepreneurial capacity, especially in the field of digital and culinary businesses. The approach used is participatory, namely by providing socialization as well as light assistance related to the use of local potential (papaya fruit) and digital technology.

The Community Service Activity (CSA) with the theme "Entrepreneurship and Digital Marketing Assistance to the Women's Group of GMIT Genesaret, Kupang City" was held on September 2, 2025. The activity took place according to the predetermined schedule and involved 30 participants from the GMIT Genesaret Women's Group in Kupang City. The materials presented in this CSA activity included digital entrepreneurship, covering topics such as starting an online business, becoming a reseller or dropshipper, and utilizing affiliate marketplaces; digital marketing, focusing on the use of social media and smartphones as tools for business promotion; and the processing of papaya-based food products into creative snack products with added economic value. Materials presented, see the figure 1.



Figure 1. Socialization of Digital Entrepreneurship Materials

The results achieved from this activity indicate that the Women's Group of GMIT Genesaret Kupang City experienced an increase in knowledge and understanding of entrepreneurship, particularly digital entrepreneurship, which refers to the use of technology to conduct business online. The participants also gained practical understanding of how to process papaya fruits available in their surrounding environment into snack products with economic value, making them potential business ideas. In addition, the participants showed enthusiasm and active participation during the material presentation and discussion sessions, reflecting their interest in applying the knowledge gained from the activity. The pre-test and post-test results also demonstrated a measurable improvement in participants' knowledge and motivation after the activity.

Table 1. Pre-Test and Post-Test Results of Socialization and Training

No	Participant Knowledge Aspects	Pretest (%)	Posttest (%)	Increase (%)
1	Entrepreneurial knowledge	90	100	10
2	Knowledge of digital entrepreneurial methods and instruments	50	100	50
3	Knowledge and Skills in managing high-value raw materials (papaya)	40	90	50
4	A Taste of Papaya (Kates)	70	100	30
5	Participants have the motivation to continue their business from papaya and digitalization	85	100	15

The Table 1 shows that the largest improvement occurred in participants' knowledge of digital entrepreneurship methods and instruments, as well as knowledge and skills in processing papaya as a value-added product, both increasing by 50%. The results also indicate that the activity was effective in strengthening entrepreneurial understanding, introducing practical digital business concepts, and increasing motivation to continue business activities supported by digital technology.

Increased Digital Entrepreneurship Knowledge

The first material on digital entrepreneurship was given to foster interest in online-based businesses in participants. Most of the participants were housewives who were not used to selling digitally. After the session, participants were able to understand the basic concepts of becoming a reseller, dropshipper, and utilizing affiliate marketplaces. This is in line with the purpose of service to encourage women's economic independence through the use of easily accessible technology. The enthusiasm of the participants can be seen from the many questions related to how to start an online store without large capital. This shows that the material presented is relevant to the real needs of the target group.

Utilization of the Local Potential of Papaya Fruit

Papaya is a commodity that is easy to find in the Kupang City area and East Nusa Tenggara in general. However, so far its use is still limited to direct consumption. Through papaya-based snack processing materials, participants were given insight into the diversification of processed products such as papaya chips, sweet dried papaya, or fried papaya balls. The advantages of this product are cheap raw materials,

easy to get, and a simple production process so that it is suitable for home businesses. Thus, this activity not only provides technical skills but also opens up new business opportunities that can improve the family economy.

The training in making papaya in this activity is to peel and shave the papaya in small size then sprinkle salt on the grated papaya to remove the sap, after that squeeze the papaya to remove the water content and wash the papaya until clean. Once clean, sprinkle the papaya with a 2:1 mixture of wheat flour and tapioca and fry the papaya until browned and crisp. Meanwhile, puree the onion, garlic, galangal and curly peppers and sauté the spices until fragrant, add salt and flavoring, then add sour water and brown sugar. Cook the spices until the sugar is dissolved and the spices no longer contain water, add the fried papaya and stir until the papaya and spices are evenly mixed and the papaya fruit snacks are ready to be served. This papaya fruit snack can be used as a business idea for mothers or women's groups. This is because papaya raw materials are easy to get around and have benefits and are very suitable for sale in Kupang City. Practice of making papaya snacks, see figure 2 and Appendix A.



Figure 2. Practice of Making Papaya Snacks

Participant Response and Sustainability of Activities

During the activity, participants showed enthusiasm and active involvement. This is reflected in full attendance, participation in questions and answers, and willingness to try out snack processing practices (simple simulation). This success is inseparable from a communicative approach and material that is tailored to the participants' backgrounds. For sustainability, it is recommended that there be further assistance in the form of direct practice training in making papaya snacks, as well as technical assistance in creating social media accounts for product promotion. Thus, this group of women can really start a business independently.

4. Conclusion

his community service activity showed that digital marketing mentoring can strengthen women's entrepreneurial capacity in the GMIT Genesaret Kupang City Women's Group. The program helped participants improve their understanding of digital



entrepreneurship, recognize the economic potential of local resources such as papaya, and develop greater readiness to use digital technology in business activities. The activity also indicated that combining entrepreneurship education, local product innovation, and digital marketing support can be an effective approach for community empowerment.

However, several limitations were identified in this activity. First, the program mainly measured changes in knowledge and motivation, not actual business performance. Second, the evaluation was limited to pre-test, post-test, and simple observation, without long-term follow-up. Third, the activity did not yet include intensive assistance in branding, packaging, account creation, and direct product marketing through digital platforms.

Therefore, future community service activities should focus on more practical and sustained follow-up, including assistance in creating and managing business social media accounts, training in product packaging, branding, and promotional content development, support for registering products on digital platforms such as Google Maps and online marketplaces, and longer-term monitoring to assess the impact of mentoring on business continuity and women's economic independence.

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Appendix A

Fried Papaya

Tools:

1. knife
2. Grate
3. basin
4. Strainer
5. Skillet
6. Spatula/Fried Spoon
7. Stove
8. serving plates or containers
9. oil wipes or slicers

Ingredients:

1. (1) young papaya fruits (kates) to taste
2. 5–7 tablespoons wheat flour
3. 2–3 tablespoons tapioca flour
4. (2) garlic cloves, pureed
5. (1) green onion stems, finely sliced
6. salt to taste
7. powdered broth or flavoring to taste
8. pepper to taste
9. enough water
10. cooking oil to taste

Manufacturing steps:

1. Peel the young papaya, then wash it thoroughly.
2. Grate young papaya using a coarse or fine grater to taste.
3. Add a little salt to the grated papaya, then let it sit for a few minutes to let the sap and water come out.
4. Squeeze the grated papaya until the water has reduced, then rinse once more if needed, then drain.
5. Put the grated papaya in the basin.
6. Add the wheat flour and tapioca flour.
7. Add the finely ground garlic, green onions, salt, pepper, and powdered broth.
8. Add a little water, then stir until all the ingredients are well combined. Make sure the dough is not too liquid and not too thick.
9. Heat the cooking oil in a pan.
10. Take the dough to taste with a spoon, then put it in the hot oil.
11. Fry until golden yellow and cooked evenly.
12. Remove and drain.
13. Let stand for 5 minutes until the fried papaya cools.
14. Pack into food plastic.