



Wise Use of Marketplace for Micro Businesses: Digital Media Literacy Training for the Rebo Miliran Market Group

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Abstract. Digitalisation opens up opportunities for micro businesses to grow through the use of marketplaces. However, many business owners still lack adequate digital literacy, making it difficult for them to effectively manage, market, and protect personal data online. The Pasar Rebo Miliran group faces challenges in utilising marketplaces, particularly in terms of transaction security, digital marketing strategies, and content optimisation. This community service programme aims to enhance digital media literacy among micro-business owners in the Pasar Rebo Miliran group so they can effectively utilise marketplaces. The methods employed include participatory training and direct mentoring. Participants will receive training through activities including: identifying training needs through an initial survey; digital media literacy training covering basic understanding of online marketplaces, online transaction security, digital marketing strategies, and business reputation management; hands-on practice in creating and managing online stores on various online marketplace platforms; and intensive mentoring for participants in applying the knowledge gained to increase sales. The targeted outcomes of this programme include conference proceedings articles at the UNRIYO International Conference, oral presentations at the UNRIYO International Conference, a book, and intellectual property rights (IPR).

Keywords: Digital media literacy; Marketplace; Microbusinesses, Digital security; Training

INTRODUCTION

Since the onset of the COVID-19 pandemic in 2020, online shopping through marketplaces has become increasingly popular among the public. Marketplaces have become an integral part of people's daily economic activities. From paying for various necessities such as electricity and mobile phone credit to buying and selling various household items, everything can be done easily through marketplace platforms. The high level of public usage of marketplace platforms aligns with the increasing need for regulations from various policymakers to create a safe and comfortable trading environment for all parties involved. The security of users' personal data is one of the key issues of concern to many parties. Therefore, digital literacy skills are needed to protect personal data securely and comfortably when transacting on marketplaces (1).

Lokapasar is a platform where sellers gather and can sell goods or services to customers even without meeting them in person. Lokapasar, or marketplace, has complete features for the process of buying and selling products, and is equipped with various payment methods. Digital literacy is needed in order to shop comfortably and safely on Lokapasar so as not to fall victim to fraud (2).

The marketplace platform provides space for other parties to sell their goods, which creates the potential for moral misconduct due to the high risk of fraud, fictitious transactions, and the sale of illegal and unlicensed goods (3). According to survey data from Hootsuite (We are Social) (4) As of February 2025, 58.0% of Indonesians' online shopping activities involved purchasing products or services online. Meanwhile, online transactions for food purchases were the highest, with a total transaction value of US\$10.8 billion.

The Pasar Rebo Miliran Group is a community of traders or MSMEs engaged in micro businesses, offering a variety of products such as food, beverages, handicrafts, and household products. This market is the centre of economic activity for the local community, which consists mainly of small businesses with limited capital. The Pasar Rebo Miliran Group has 174 members, all of whom are not only traders but also consumers or buyers. This group comprises residents of the Miliran village, Muja Muju sub-district,

Yogyakarta, from the four RW units within the Muja Muju sub-district, Umbulharjo district, Yogyakarta City (5).

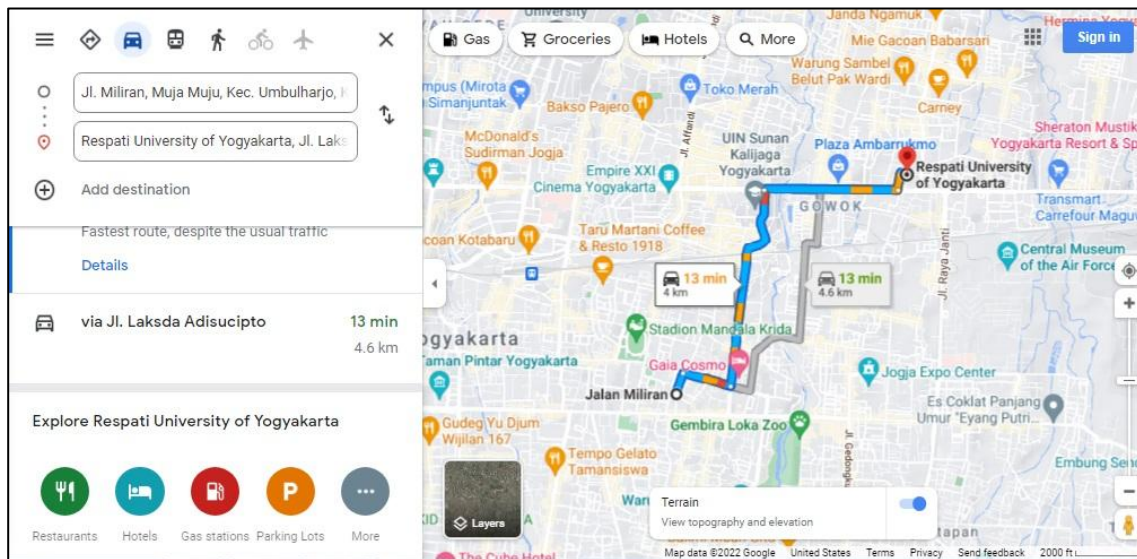


FIGURE 1. Map of the Location of the Pasar Rebo Miliran Group Area

The history of this group began during the COVID-19 pandemic in Indonesia. It originated from a Wednesday women's study group held at the Alhikmah Miliran Mosque in Yogyakarta every Wednesday afternoon from 3:30 p.m. to 5:00 p.m. However, thanks to the creativity of the group leader, the WhatsApp Group (WAG) used in the study group was not only employed for religious outreach but also as a platform for members to conduct buy-sell transactions. This was possible because many members of the study group were merchants selling various foods and other necessities. As time progressed, to expand the community and broaden the market, the Rebo Miliran Market SMEs were expanded beyond just study group members. The WhatsApp group was developed for all residents of Miliran, particularly women who use WhatsApp as their communication platform. Through this Rebo Market group, it is hoped that each member can share not only as sellers but also as buyers, thereby benefiting one another. The monthly sales turnover of the Pasar Rebo Miliran group has now reached 120 million rupiah per month.

Based on initial observations and interviews with several traders, some of the obstacles they face include:

1. Lack of Digital Literacy. Many members of the Pasar Rebo Miliran group still use conventional methods of selling and do not understand how to use online marketplaces such as Tokopedia, Shopee, and Bukalapak.
2. Limited Access to and Understanding of Technology. Most have limited use of smartphones and digital business applications. They also do not understand personal data protection, online marketplace fraud, or how to promote on online marketplaces using polite language.

METHODS

The implementation of activities related to two areas, namely improving knowledge and skills in digital media literacy in an effort to utilise the marketplace. The stages in implementing digital media literacy training solutions for members of the Pasar Rebo Miliran group consist of training and monitoring/mentoring as follows:

1. Identifying Needs and Planning Programs
 - a. Conducting observations and surveys with members of the Pasar Rebo Miliran group to identify common obstacles to utilizing the marketplace.
 - b. Determining the main objectives of the training, the materials needed, and the most effective implementation methods.
 - c. Developing a training schedule and modules that are appropriate for the conditions and needs of the participants.
2. Participant Selection and Socialisation

- a. Invite members of the Pasar Rebo Miliran group to participate in training and monitoring of digital media literacy.
 - b. Explain the benefits and objectives of the training so that participants are highly motivated to participate.
3. Implementation of Digital Media Literacy Training
- a. Marketplace Digital Skills Workshop
 - b. Marketplace Digital Safety Workshop
 - c. Marketplace Digital Ethics Promotion Workshop

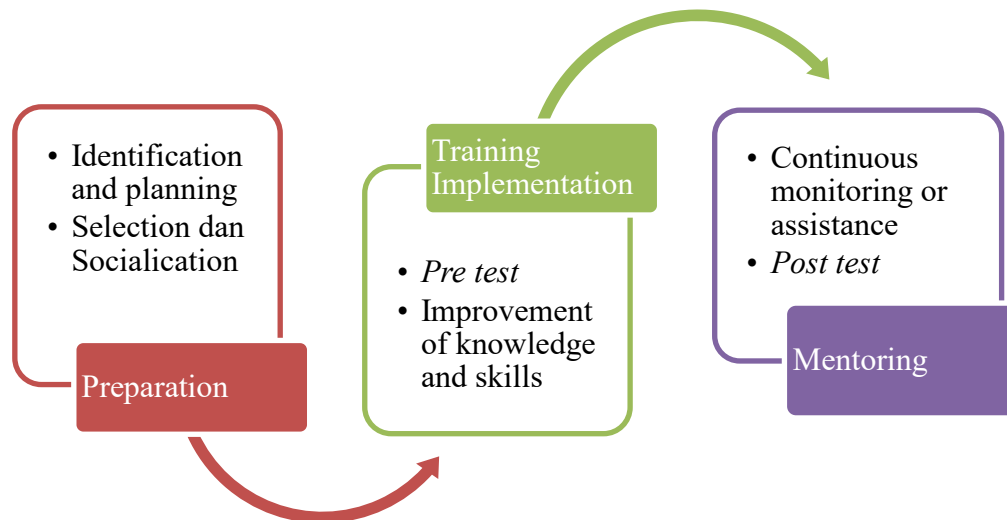


FIGURE 1. Training flowchart

RESULTS AND DISCUSSION

Based on field observations and interviews with the Pasar Rebo Miliran group regarding the use of online marketplaces, this has not yet been a priority for this group. Most of them rely solely on buying and selling transactions using WhatsApp Groups. As a result, many traders in the Pasar Rebo Miliran group do not understand how to use online marketplace platforms such as Shopee, Tokopedia, or Bukalapak to market their products and protect their data security.

In general, there are two main areas of concern that are priorities in this community service activity: efforts to enhance knowledge and digital media literacy skills in utilizing online marketplaces. Specifically, the types of issues that are priorities in this community service activity are as follows:

1. Improvement of Knowledge and Skills

There is a lack of basic understanding of digital media literacy, particularly regarding the use of marketplace platforms such as Shopee, Tokopedia, or Bukalapak to market their products. They still rely on direct sales in traditional markets and WhatsApp groups without utilising the potential of the wider digital market. Therefore, there is a need to improve the knowledge and skills of human resources in digital media literacy in order to utilise marketplaces to increase sales.

2. Digital Media Security Efforts

The lack of knowledge about digital data protection and security in online transactions, coupled with the increasing number of online scams, has resulted in losses that are not only financial but also psychological. Therefore, as one of the preventive measures against online

scams in online marketplaces, one of the methods that can be used is digital skills, digital safety, and digital ethics.

The Pasar Rebo Miliran Market Group sells a wide range of products and services, including food and beverages, traditional market snacks, health and hygiene products, herbal remedies, plant seeds and ornamental plants, frozen goods, fruits, fashion items, and salon and spa services. Some produce their own goods, while others act as resellers. The market orientation is still limited to members of the Pasar Rebo Online Kampung Miliran SME group, which consists of approximately 1,000 households in Miliran, and this is also due to the lack of expertise in modern production processes. The digital era has opened opportunities for the Pasar Rebo Miliran group to sell their products and services openly and widely, not just locally around the Miliran village. However, many still lack the knowledge to use workshops properly and are unaware of the risks involved if they lack the ability to protect digital data during transactions.

The implementation of community service activities on 'Wise Use of Marketplaces for Micro Businesses: Digital Media Literacy Training for the Rebo Miliran Market Group' is expected to have a positive impact on improving the digital literacy of micro business owners. Through this training, participants, most of whom are traditional traders, will be introduced to the concept of marketplaces as a means of sales that can expand market reach and increase business competitiveness.

The expected outcome of this activity is an increase in participants' knowledge of digital marketing strategies, particularly the use of marketplaces to market products. Participants will gain practical skills, from creating online store accounts, managing digital storefronts, to uploading products with appropriate descriptions, photos, and prices. Additionally, through hands-on sessions, participants are expected to become more confident in using marketplace applications and able to integrate product promotions with social media platforms such as WhatsApp Business and Facebook Page.

The discussion on the benefits of this activity emphasises the aspect of community economic empowerment based on digital literacy. Traders who have previously relied solely on face-to-face sales now have new opportunities to reach consumers outside traditional market areas. Thus, digital transformation in the micro-business sector can begin with improving the basic skills of business actors in utilising digital platforms.

Furthermore, this activity is also aimed at building a digital learning community that can become a forum for program sustainability. Through the establishment of communication forums such as WhatsApp groups, participants will be able to exchange experiences, share information, and provide support to one another in developing digital-based businesses. With this community, the success of the program will not only stop at the training stage, but can continue independently.

However, there are likely to be a number of challenges, including limited equipment, internet connectivity issues, and varying levels of digital literacy among members of the Pasar Rebo Miliran group. In addition, most of the members of this group are women. Age is also a factor that could affect the speed of adaptation to new technology. Therefore, the training approach will be designed using practical, patient, and gradual methods, ensuring that each participant can engage in activities according to their capabilities.

This digital media literacy training is expected to serve as the first step in equipping the Pasar Rebo Miliran group with relevant digital media literacy knowledge and skills. This activity is not only focused on enhancing individual capacity but also on fostering a digital ecosystem that supports the growth of micro-enterprises amid the dynamics of the digital economy.

CONCLUSIONS

The community service activity on 'Wise Use of Marketplaces for Micro Businesses: Digital Media Literacy Training for the Rebo Miliran Market Group' is designed to be a strategic effort to improve the digital literacy capacity of micro business actors in traditional markets. Through this training, participants are expected to gain practical knowledge and skills related to the use of marketplaces as a means of marketing products.

Projected outcomes include improved participants' understanding of digital sales strategies, the ability to create and manage online store accounts, and the skills to upload products with appropriate descriptions, photos, and prices. Furthermore, this activity is expected to foster traders' confidence in adapting to digital

technology, enabling them to not only rely on conventional sales but also access broader markets through online platforms.

Beyond individual benefits, the activity is also aimed at building a community-based digital social network, enabling participants to share experiences, support one another, and learn together. With this community in place, the sustainability of the programme is ensured, and the impact of the activity can continue to grow even after formal training has concluded.

Overall, this activity is projected to make a significant contribution to community economic empowerment through digital media literacy. If implemented as planned, this programme will not only increase the competitiveness of micro businesses in Pasar Rebo Miliran, but also serve as a model for capacity building for traditional businesses in facing the challenges of the digital economy era.

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