

Original Paper

Experiential Learning: Early Childhood Education Learning Innovation that Fosters Children's Activeness and Curiosity

Hestin Agus Tantriningsih^{1*}, Dasih Irma Istiatik², Sari Maemunah³, Wiwin Surtinah⁴, Refren Riadi⁵, Moch Ali Imron⁶, Anna Astrid Susanti⁷

^{1,2,3,4,5,6,7} Kusuma Negara College of Economics, Jakarta

Corresponding author: Hestin Agus Tantriningsih (hestin@stie-kusumanegara.ac.id)

Received: 11-11-2024; Accepted: 14-05-2025

Abstract

This community service program aims to improve the digital business skills of PKK mothers in Kampung Sengon, Depok, by introducing the use of social media as a practical marketing tool. The training, held on January 4, 2024, focused on familiar platforms such as WhatsApp, Instagram, and Facebook and covered basic digital marketing techniques, affiliate marketing, and e-commerce strategies suitable for micro, small, medium-entrepreneurs (MSME). Delivered through lectures and interactive discussions, the program significantly improved participants' understanding of digital entrepreneurship, increased their motivation, and opened up opportunities for collaboration. The training emphasized the importance of building a consistent digital presence to develop their businesses independently and sustainably. Managerial implications highlight the need for an adaptive and participant-centered approach in training design, ensuring that content is aligned with participants' digital skills. Facilitators should also provide access to digital tools and encourage peer-to-peer interactions to strengthen learning outcomes and support the formation of informal business networks. Ultimately, the program contributes to improving household economic resilience and driving local economic development.

Keywords: Digital Marketing, Training, MSME, PKK, Housewives

JEL Classification: L26, M13, O33

How to cite: Tantriningsih, H. A., Istiatik, D. I., Maemunah, S., Surtinah, W., Riadi, R., Imron, M. A., Susanti, A. A., (2025). Experiential Learning: Early Childhood Education Learning Innovation that Fosters Children's Activeness and Curiosity, *Entrepreneurship and Community Development (ECD)*, 3(1), 9-15



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license.

1. Introduction

Indonesia possesses significant economic potential, particularly in both domestic and international markets, thanks to its rich cultural diversity and unique craftsmanship. Handicrafts not only showcase this cultural richness but also have the ability to enhance household incomes. Yet, many households in Indonesia, particularly in rural areas, continue to face economic difficulties due to limited job opportunities, insufficient access to education, and a lack of skills. Creating handicrafts from local materials can provide a valuable boost to household finances (Solihah et al., 2022).

Enhancing digital marketing skills has become an urgent necessity, particularly for women involved in PKK organizations in rural areas (Wijoyo et al., 2020; Kato et al., 2023). The digital age offers new opportunities to broaden outreach and improve the effectiveness of local product marketing. Therefore, conducting digital marketing training for PKK members in East Penfui Village is regarded as a strategic step to bolster their capabilities and enhance their contributions to local economic development (Apriyani, Eka Meyti, 2023).

The COVID-19 virus outbreak that occurred in early 2020 had a wide impact on all aspects and fields, both companies and society. Everyone was forced not to leave the house for health reasons, but the need for clothing and income forced all levels of society to try to continue to generate income for their families.

The existing conditions force people to think hard about how to still make money without leaving the house; from here, many home entrepreneurs have emerged who offer their work in the form of food or other goods. This method applies to entrepreneurs or to people who already understand how to use social media as a mode of promotion and sales. However, it will be difficult for some people, especially mothers who are no longer young or who are not tech-savvy.

Based on this, we, the Community Service Team from STIE Kusuma Negara, intend to conduct a digital business introduction training through simple social media that can be applied to improve the business carried out by mothers who are members of the PKK Kp. Sengon RT 003/Rw 009 Kelurahan Pancoran Mas - Depok City.

In this context, the purpose of this training is to equip PKK mothers with essential knowledge and skills so that they can implement effective marketing strategies through digital platforms. The focus of this training is the use of social media, e-commerce platforms, and other online marketing techniques. With a deeper understanding of the possibilities and benefits of digital marketing, participants can make maximum use of technology to increase the visibility and sales of local products.

A housewife spends most of her time educating and taking care of her children in a good and proper way. As a housewife, a wife can also help her husband in financial matters to make the household stable and prosperous. A wife or housewife today is required to think modernly and creatively to help improve the health of their family. As a housewife, they have tried, worked in private or government companies, or even worked as laborers or jobs usually done by a man. All of this can be seen from the availability of food, clothing, and shelter that can be met with enough money. In addition, with the rapid advancement of technology, someone who wants to start a business only needs to use a smartphone, namely opening an online store. As a result, housewives need to be educated about the market and e-commerce. "E-commerce" is an abbreviation of the word "e-commerce," which refers to electronic commerce so that this activity can provide knowledge and insight to the brand (Muyassarrah, 2021).

Many housewives in the village have much free time that is not used well. If housewives have the drive and passion to become entrepreneurs, they can develop their potential without leaving their families, as a woman wants (Darlan et al., 2022). The use of e-commerce to help housewives' businesses will be the focus of activities in 2022. Therefore, it is hoped that these mothers will be proficient in shopping online, which helps their family's finances through e-commerce training and this market (Mutiarra et al., 2022).

People often face difficulties in getting training and knowing how to use digital technology in business. You may face major obstacles if you want to take advantage of the business potential offered by the e-commerce industry (Hermawan et al., 2022). Furthermore, it can include not having enough knowledge or not being able to get access to the necessary digital resources. Some of the housewives in Sukarejo Village, some of whose members are business people and housewives, still carry out traditional buying and selling transactions, such as in the market or

selling from house to house. Therefore, their sales income only comes from the area around them. However, one of the easier ways to do promotions and marketing to generate profits is to use e-commerce and affiliate marketing (Waluyo & Rahayu., 2024).

Those who want to open a business also only need to create an account and plan their store. Even the initial costs for operations are non-existent. Therefore, both housewives and start-up business actors have the opportunity to realize economic independence through their work. They can be drivers of change and turn unproductive things into productive things by starting a new business. However, most housewives have smartphones and e-commerce accounts, but they can only be used to buy goods and cannot be used for other things that can improve (Nursobah & Arfityanti, 2021).

This is where the concept of training on how to use affiliate marketing for e-commerce business opportunities for housewives becomes relevant. Most affiliate marketing relationships come from e-commerce businesses that offer affiliate programs. Affiliate marketing is a strategy where individuals or groups can make money by promoting other companies' products or services. Currently, many platforms offer affiliate programs, such as Shopee, Tokopedia, TikTok, Lazada, Bukalapak, and others (Handayani, 2021). The focus of this training is to teach rural communities how to become affiliates, use digital platforms to promote products and make money through sales commissions.

Indonesia's cultural richness and indigenous craftsmanship offer substantial economic potential that can be leveraged to generate household income. However, due to restricted access to education, technology, and entrepreneurial knowledge, economic potential remains underused in many rural communities, particularly among women. The PKK moms of Kampung Sengon RT 003/RW 009, Pancoran Mas Subdistrict, Depok City, are the focus of this study because they participated in a community service project on January 4, 2024. The study's focus is on introducing fundamental digital marketing techniques including affiliate marketing and e-commerce through the use of basic social media platforms like Facebook, Instagram, and WhatsApp for digital business training.

The primary issue this study aims to address is the lack of digital literacy among rural women, specifically their capacity to use technology for company development and entrepreneurship. Even though many people have access to social media and cell phones, they frequently lack the knowledge and self-assurance necessary to use these resources to generate revenue.

This research makes a contribution by offering a reproducible training methodology intended to give non-technical women useful digital marketing skills that they can use right away to manage and promote small enterprises. The study also highlights managerial concerns for creating training programs that are accessible, flexible, and sustainable, and it offers insights into how digital empowerment at the grassroots level might strengthen women's roles in local economic growth.

2. Method

Preparation, execution, and assessment are the three primary phases of the participatory training approach used to carry out this community service program. In order to comprehend the socioeconomic circumstances and level of digital readiness of the PKK moms, the initial step entailed making observations and needs assessments in Sukarejo Village. Their digital capabilities were determined through direct observations, and their expectations and challenges were investigated through interviews. The findings showed that while the majority of participants had cell phones and some were already operating small companies, they lacked the know-how and abilities to make good use of affiliate marketing and e-commerce platforms.

Assessment and follow-up monitoring constituted the third and final phase. Some of the metrics used to gauge the training's efficacy were the degree of participant engagement during conversations, the development of successful accounts, and the capacity to exhibit comprehension of digital marketing tactics. In addition to identifying areas for future improvement, this evaluation assisted in determining whether the training objectives were met.

3. Results

The digital business introduction training organized by the STIE Kusuma Negara Community Service Team for PKK mothers in Sengon RT 003/RW 009, Pancoran Mas Village, Depok City, produced very positive results in an effort to improve their understanding and skills in utilizing social media to develop their business. During the training, the mothers were introduced to the basic concepts of digital business, especially how to use social media platforms that are easy to access and manage, such as WhatsApp, Instagram, and Facebook, as effective marketing tools. In this session, training participants learned to create social media accounts that look professional and attractive to consumers, as well as how to optimize simple features such as uploading photos, short videos, and informative and interesting product descriptions.

84% of participants in the post-training poll said they had a better understanding of digital business ideas, especially when it came to using social media platforms like Facebook, Instagram, and WhatsApp for marketing. 92% of participants had successfully developed or enhanced their business profiles after the training, adding features such as product photographs, descriptions, and contact details, compared to just 32% who had pre-existing social media accounts for business.

In addition, participants also gain skills to plan marketing strategies that are in accordance with their business capacity, for example, by creating a regular upload calendar, selecting a target market, and utilizing interactive features such as "story" or "status" to increase consumer engagement and interest in their products. Through this approach, PKK mothers gain insight into the importance of an active and consistent digital presence to expand their marketing reach. Not only developing technical skills, this training also succeeded in increasing the motivation and confidence of PKK mothers in entrepreneurship. They feel more ready and excited to try new things in their business and are more optimistic about the potential for improving their family's economy through digitally run entrepreneurship.

88% of mothers reported feeling more confident and motivated to grow their enterprises online. Informal group talks also showed an increase in initiatives for collaboration, including proposals to create a WhatsApp group to exchange digital tools and marketing techniques and promote cross-promotion among participants.

Thus, the training produced both qualitative and quantitative impacts, equipping participants with actionable skills and measurable progress in digital entrepreneurship. These findings imply that women can be enabled to actively contribute to household income and the local economy with the correct strategy and easily available technology.

Ultimately, this training also opens up opportunities for collaboration between participants, allowing them to support each other and promote each other's products within the community. This helps build a strong local business network and introduce their products to a wider audience. With the results of this training, it is hoped that the PKK mothers of Kp. Sengon can utilize social media as an effective and practical business tool so that they can develop their businesses independently and sustainably.



Figure 1. Socialization to PKK Mothers

4. Discussion and Benefits

The digital business introduction training activity initiated by the STIE Kusuma Negara Community Service Team aims to increase the capacity of mothers who are members of the PKK Kp. Sengon RT 003/RW 009, Pancoran Mas Village, Depok City, in utilizing social media as an effective business tool. This activity is based on the need to provide a basic understanding of digital business and how to utilize easily accessible social media platforms such as WhatsApp, Instagram, and Facebook so that participants can promote their products or services more widely. In this training, participants are invited to understand the importance of digital existence in business, especially in the current era, where consumers increasingly rely on the internet and social media in searching for and choosing products. The training materials include how to create a professional social media account, tips for producing simple, attractive visual content such as product photos or short videos, and how to compose clear and informative product descriptions to attract potential buyers.

In addition to providing information on social media usage techniques, this training also introduces the basic concept of digital marketing with an approach that is easy for small businesses to implement. Participants learn to create a simple marketing plan, such as determining the right upload frequency, understanding the target market, and using basic social media features to interact with consumers, such as "story" or "status," to maintain consumer engagement. That way, PKK mothers have an understanding of how to build better relationships with their customers, both those in their neighborhood and potential consumers outside the area. This activity also motivates participating mothers to be more confident in entrepreneurship, seeing that digital businesses can be managed in a way that is not complicated and according to the free time they have. The participants seemed enthusiastic about the opportunity to develop their small businesses, and some even started designing small business strategies with products they produced themselves.

This training also serves as a medium for participants to share experiences and ideas, thus creating a collaborative atmosphere that supports mutual progress. PKK mothers not only gain technical knowledge but also build a simple business network that has the potential to increase marketing support and promote products to each other in their communities. Ultimately, this training activity is expected to be the first step for PKK mothers in Kp. Sengon to implement simple but effective digital marketing strategies, which can help them develop their businesses sustainably and contribute to improving the welfare of families and communities in their environment.

The pre-post research analysis will help determine the impact of this digital business training by comparing the participants' understanding and self-confidence before and after the training. These indicators include understanding digital business, self-confidence in using social media, and adherence to learning objectives, such as creating an account or interacting with customers. Tracking business growth, such as increased sales or customer satisfaction, is also important for determining the truth. Through this analysis, the training may be evaluated more thoroughly, guide improvement over time, and support the growth of the PKK's business in Kp. Sengon in a comprehensive manner.

5. Conclusion

Based on the discussion above, the following conclusions can be drawn: The digital business introduction training conducted by the STIE Kusuma Negara Community Service Team for PKK mothers in Sengon Village, Pancoran Mas, Depok, has succeeded in increasing their understanding and skills in utilizing simple social media as a means of business. Through this training, participants understand how to create attractive social media accounts, create effective product content, and develop simple digital marketing strategies. As a result, PKK mothers are now more confident and motivated to develop their businesses independently so that they are expected to be able to contribute to family welfare and the local economy.

The managerial implication of introducing simple digital business for housewives who are entrepreneurs is the need for an adaptive and sustainable approach to organizing training. Program managers must ensure that training materials are appropriate to the digital skill level of participants, with a focus on using familiar tools such as WhatsApp, Instagram, and Facebook to market products. In addition, managers need to provide adequate access to devices and internet connections and create space for collaboration between participants so that they can share experiences and strengthen business networks. Simple way but effective approaches to digital marketing, such as creating engaging content and scheduling appropriate uploads, should also be part of the training. Managers need to conduct regular evaluations to monitor participant progress and ensure the success of the training so that it can continue to be adjusted to real needs in the field.

Recommendations

Based on the Conclusion above, as a follow-up to this training, it is recommended that PKK mothers/women in Sengon village continue to hone their skills in creating social media content regularly and consistently to strengthen their business presence digitally. In addition, they can also form discussion groups or small communities to share experiences and marketing tips so that they can support the development of joint businesses. Further assistance or additional training on more in-depth digital marketing strategies will also be very useful for improving the results of the business being run.

Limitations and avenues for future community services (Limitations and Advanced Community Services)

Limitations in this training include time constraints that limit in-depth study of the material, as well as variations in the level of technological understanding among participants that affect the speed of learning. In addition, the availability of devices and internet access are also obstacles for some participants. As a further step in community service, it is recommended to hold regular mentoring sessions to help participants implement digital marketing strategies more effectively and provide solutions to technical obstacles faced. Additional training that focuses on creative content skills and the use of advanced social media features will also be useful for strengthening the digital business of PKK mothers in Kp. Sengon.

References

- Solihah, R. (2022). Pemberdayaan Ekonomi Masyarakat Melalui Kewirausahaan Sosial Di Desa Kutamandiri Kecamatan Tanjungsari Kabupaten Sumedang. *Dharmakarya*, 11(3), 183. <https://doi.org/10.24198/dharmakarya.v1i1i3.24953>

- Wijoyo, H., dkk (2020). Pelatihan Pembuatan Konten Digital Marketing Dalam Meningkatkan Kompetensi Mahasiswa. *Ikra-Ith Abdimas*, 3(3), 169–175
- Kato, F. A., Fernando., dkk (2023). Pengenalan Investasi Emas Melalui Media Digital Pada Pemuda Di Desa Oeltua. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 4(2), 1669–1673. <https://doi.org/10.31949/jb.v4i2.4877>
- Apriyani, Eka Meyti., dkk. (2023). Pemberdayaan Ibu-ibu PKK Bunulrejo Dalam Kerajinan Kreatif Rumah Tangga Serta Pemasaran Online. *Jurnal Pengabdian Kepada Masyarakat*, 3(3), 571–578
- Muyassarrah, Nurudin, and L. N. Asyifa. (2021). Pelatihan Bisnis Online Ibu Rumah Tangga Dalam Mengatasi Kemiskinan Masa Pandemi Covid-19. *JMM (Jurnal Masy. Mandiri)*, 5(6), pp. 2964–2974, 2021, [Online]. Available: <https://journal.ummat.ac.id/index.php/jmm/article/view/4878/pdf>
- S. Darlan, S. Miko, M. Mardiana, and R. Metriani. (2022). Motivasi Berwirausaha Melalui Anyaman Tradisional Bagi Ibu Rumah Tangga Berbantuan E-Commerce. *Bitnet J. Pendidik. Teknol. Inf.*, 7(2), pp. 10–18, 2022, <https://doi.org/10.33084/bitnet.v7i2.3941>
- J. A. Mutiara, E. Haloho, E. Tambunan, P. S. Manajemen, and U. S. Mutiara. (2022). Pelatihan E-Commerce Dalam Meningkatkan Universitas Sari Mutiara Indonesia. 3, pp. 507–511, 2022.
- I. Hermawan, D. Reniawaty, P. Pramuditha, and M. I. Fudsyi, Pelatihan E-Commerce Untuk Mendapatkan Peluang Bisnis Bagi Mahasiswa Politeknik LP3I Bandung Pasca Pandemi Covid 19 (bekerjasama dengan UMKM Kirihuci sebagai pelatih e-commerce). *J. Adm. Bisnis*, 8(1), pp. 96–106, 2022, [Online]. Available: <http://jurnal.plb.ac.id/index.php/atrabis/article/view/932>
- M. R. Waluyo, Nurfajriah, and F. Rahayu. (2021). Pelatihan Kreasi Kain Flanel dan Pembuatan E-Commerce untuk Ibu- Ibu PKK Nurul Yaqin. *Int. J. Community Serv. Learn.*, 5(2), pp. 107–112, 2021
- Nursobah and I. Arfyanti. (2021). Pelatihan Pemanfaatan E-Commerce Dalam Meningkatkan Pendapatan Ekonomi Muslimah Masjid Darul Hannan. *JPM J. Pengabdi. Masy.*, 2(2), pp. 59–62, 2021, <https://doi.org/10.47065/jpm.v2i2.267>
- A. Handayani. (2022). Pemberdayaan Ibu Rumah Tangga Di Desa Trojalu Pada Masa Pandemi Covid-19 Melalui Pemanfaatan Media E-Commerce. *J. Pengabdi. Manaj.* 1(1), p. 6, 2021, <https://doi.org/10.30587/jpmanajemen.v1i1.2963>
- W. D. F. Febrian, F. Fathihani, and Y. H. Purnama. (2022). Motivasi Bagi Para Ibu Rumah Tangga Untuk Berwirausaha Di Masa Pandemi. *Andhara*, 2(2), pp. 11–16, 2022.
- M. Nanda, N. Azmi, tasya Amalia, A. Azzahra, T. Utami, and Nurhasanah. (2023). Pemanfaatan Limbah Padat Kain Perca Menjadi Produk Bernilai Ekonomis Dan Peluang Berwirausaha Melalui E-Commerce Pada Ibu-Ibu Rumah Tangga Di Kampung Lalang. *Innov. J. Soc. Sci. Res.* 3(3), pp. 3868–3875, 2023
- Mesra, S. Wahyuni, M. M. Sari, and D. N. Pane. (2021). E-Commerce Sebagai Media Pemasaran Produk Industri Rumah Tangga di Desa Klambir Lima Kebun. *J. Pengabdi. Masyarakat. Indonesia.*, 1(3), pp. 115–120, 2021, [Online]. Available: <https://doi.org/10.52436/1.jpmi.26>