

## **EMPOWERING INDONESIAN MIGRANT MSMEs AND LOCAL MSMEs IN PINANG: A SUSTAINABILITY MARKETING AND BUSINESS MANAGEMENT APPROACH**

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### **ABSTRACT**

The training program was successfully held with the active participation of 21 MSME practitioners, comprising both Indonesian migrant entrepreneurs and local business owners. This interactive, one-day session aimed to enhance participants' capacity in sustainability-driven marketing strategies and responsible business management. Key topics included eco-branding, ethical product positioning, digital marketing using low-cost tools, and business solutions such as product diversification, financial access, and collaborative networking. Participants engaged enthusiastically in hands-on activities, peer sharing, and mini workshops designed to translate green marketing concepts into practical action. The event not only strengthened participants' marketing knowledge but also encouraged a shift toward more inclusive, environmentally conscious business practices. The training received highly positive feedback and was marked as a success, both in content delivery and participant impact, highlighting the readiness of MSMEs in Pinang to embrace sustainable growth models.

**Keywords:** *Sustainable Marketing, Business Management, Marketing Management, Migrant Entrepreneurs, MSMEs.*

### **1. INTRODUCTION**

The Indonesian migrant and MSMEs and local in Pinang, Malaysia, face multiple challenges that hinder their growth and sustainability. The project aims to empower Indonesian migrant entrepreneurs and local in Pinang, Malaysia, by addressing critical challenges in the areas of marketing and sustainability (Kotler et al., 2023), with the necessary tools and expertise to enhance production efficiency, improve business management, and adopt sustainable eco-friendly marketing strategies (Nurmahdi et al., 2023), (Musa & Chinniah, 2016). To address these issues, a comprehensive community development service has been implemented by Universitas Mercu Buana (UMB) lecturers in collaboration with the PERMAI NGO Pinang, and Universiti Sains Malaysia (USM), Pinang.

The urgency of this initiative arises from the need for migrant-owned MSMEs and local to enhance their competitiveness and profitability while adopting environmentally sustainable practices in production and marketing. These businesses often face difficulties in managing resources, reaching wider markets, and incorporating sustainable strategies that could boost their brand image and customer loyalty, (Taha et al., 2021a; Wulandari et al., 2024)

The primary goals of this project are to:

1. Strengthen marketing capabilities by introducing digital marketing tools, sustainable marketing strategies, and e-commerce platforms that help MSMEs expand their customer base and communicate their commitment to sustainability.
2. Promote sustainable business practices by training entrepreneurs in eco-friendly production methods, waste reduction, and resource optimization, ensuring that their businesses align with global sustainability trends. (Marlapa et al., 2024; Nawangsari et al., 2024)

The targeted outputs include:

1. Improved marketing strategies, with MSMEs utilizing digital platforms and social media to engage customers and promote sustainable products.
2. Sustainable production practices implemented in MSMEs, including waste reduction, efficient resource use, and eco-friendly materials.

3. A measurable increase in customer engagement, online sales, and brand recognition due to effective use of sustainability marketing.

The project would also focus on capacity building, offering training and mentorship to enable these businesses to continue thriving independently in the future. By combining marketing and sustainability efforts, the project seeks to enhance both the economic resilience and environmental responsibility of migrant MSMEs and local in Pinang.

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**"Empowering Indonesian Migrant MSMEs and Local MSMEs in Pinang: A Sustainability Marketing and Business Management Approach"**  
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**Key Issues in Sustainable Marketing**



**Key Principles of Sustainability Marketing**



**Results:**

1. Go Green! Choose your green product & green orientation
2. Build your solid team, motivate them
3. Clear Segmentation, Targeting & Positioning (STP)
4. Implement 4Ps of Marketing Mix (Product, Price, Place & Promotion)
5. Build the bonding relationship & the empathy with your customers
6. New marketing strategies, go digital, use SocMed & your networks
7. Managing your cash flow => cash in = increase in sales is everything!
8. Look for cheap financing / new investors
9. Inventory Management, Supply Chain find credible sources/suppliers
10. Diversification products (be different & not me too/ copy paste products)
11. Keep in mind "the Quality" of your product at all time
12. Take the momentum, Action: Plan & Do it!



**Abstract:** Indonesian migrants and MSMEs in Pinang Island, Malaysia, required training & coaching on sustainable marketing approaches. The event was attended by 21 participants. Knowledge on green products & the practice of sustainable marketing has been transferred, with a focus on green production, process & marketing strategies. The results were that participants have been enthusiastic in acquiring the knowledge, would implement the new know-how gained from this training & coaching session in their small businesses & future plans. IPTEKS implementation: Green Marketing, Branding & Positioning, Digital Marketing, Customer Engagement, Training & Coaching.

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## 2. METHOD

The program adopted a blended approach combining structured training and personalized coaching, designed to address the practical needs of both Indonesian migrant and local MSMEs in Pinang. The methods emphasized participation, contextual relevance, and action-oriented learning:

1. Interactive Training Sessions  
Facilitated through engaging presentations, case discussions, and group dialogues, these sessions introduced key concepts in sustainability marketing, green branding, and digital outreach, grounded in real-life MSME scenarios.
2. Hands-on Workshops  
Participants actively developed marketing content, such as eco-conscious brand messages and digital promotional materials. Collaborative group work promoted peer-to-peer learning and creativity, (Thaha et al., 2021b; Wulandari & Koe, 2022)
3. One-on-One Coaching  
Tailored mentoring sessions allowed each participant to explore specific business challenges and receive individualized support in designing simple, practical sustainability marketing plans.
4. Collaborative MSME Forum

A moderated dialogue encouraged experience-sharing and potential partnerships between migrant and local MSMEs, fostering a spirit of inclusivity and shared growth, (Omar et al., 2014).

This integrated method ensured a balance between conceptual understanding and practical application, empowering MSMEs to adopt sustainability as a core business strategy.

### 3. RESULTS AND DISCUSSION

#### 3.1 Program Implementation and Activities

The program successfully conducted through collaboration between Universitas Mercu Buana (UMB), PERMAI NGO, and Universiti Sains Malaysia (USM) in Pinang, Malaysia, and was completed on Sunday 27 April 2025. The program consisted of the following main activities:

- Training sessions on sustainability marketing, digital branding, operational excellence, human resources, and green business practices.
- One-on-one mentoring and coaching for selected MSMEs to develop sustainable business models.
- Interactive workshops using case-based assessment on Feasibility Study, engaging participants in real-life business scenarios.

#### 3.2 Data and Participation

- Total MSMEs and individuals engaged: 21.
- UMB lecturer participants Group 1 FEB - UMB: 4
- USM community engagement facilitators: 1
- PERMAI volunteers and local facilitators: 5

#### 3.3 Evaluation of Results

##### Data Analysis

The evaluation was conducted through post-activity surveys and group discussions. Key results include: Out of 21 participants 12 of them completed the questionnaire, with the following analyses:

**Table 1. The Questionnaire Statistical Analysis**

No	Statement	Importance	Performance	Gap
1	Materials matched the challenges of MSMEs	36	37	1
2	Methods matched theme/objectives	33	33	0
3	Facilities adequately provided	33	34	1
4	Dynamic presenters & goal alignment	34	37	3
5	Presenter competence was evident	38	39	1
6	Presenter interest level	38	38	0
7	Audience actively participated	35	36	1
8	The audience feels the benefits provided	32	34	2
9	Audience interest & enthusiasm	33	42	9
10	Satisfaction with the event	34	39	5
11	The event ran as expected	31	34	3
12	Event duration considered appropriate	34	38	4

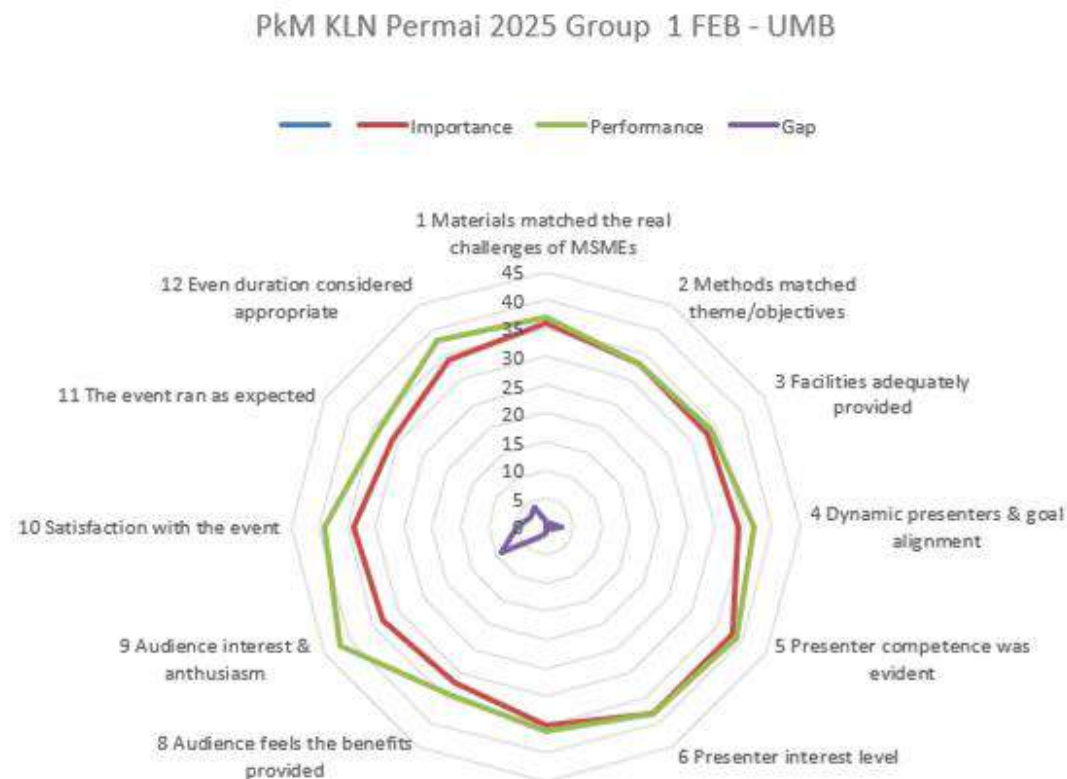
Source: Group 1 FEB – UMB (2025)

##### Summary of Importance and Performance Analysis (IPA):

Based on the collected data and IPA diagram, the following key findings can be drawn regarding the participants' evaluation of the event:

### 1. Highest Performance: Audience Interest and Enthusiasm (+9)

- This category scored the highest positive gap, reflecting exceptional engagement.
- Interpretation: MSME participants showed a powerful desire to learn sustainable marketing strategies, indicating high relevance to the topic in their current business challenges.
- Implication: Future capacity-building efforts should continue to emphasize actionable, sustainability-oriented marketing practices, as these resonate deeply with the target audience.



Source: Group 1 FEB – UMB (2025)

**Figure 1. Importance - Performance Analysis**

### 2. Strong Satisfaction with the Event (+5)

- Participants expressed a prominent level of overall satisfaction.
- Interpretation: The training or workshop successfully addressed key expectations, reinforcing the value of sustainability themes in MSME contexts.
- Implication: Satisfied participants are more likely to adopt sustainable management practices and recommend the program to peers.

### 3. Event Duration Considered Appropriate (+4)

- The schedule and pacing were well-received.
- Interpretation: Participants appreciated the time-efficiency of the session, a crucial factor for MSME owners who often operate under tight schedules.
- Implication: Short, focused, and well-structured sessions can be enhanced in future programs.

### 4. Dynamic Presenters and Goal Alignment, the Event ran as expected (+3)

- Participants found the presenters united and engaging, and the event ran as expected.
- Interpretation: The facilitators effectively communicated complex sustainability concepts in a relatable manner, increasing accessibility for MSMEs.
- Implication: Invest in training facilitators with practical MSME experience to ensure continued impact.

## 5. Moderate Performance Areas (+1)

These aspects performed slightly above expectations:

- **Materials matched the challenges of MSMEs.**
- **Facilities adequately provided.**
- **Presenter competence was evident.**
- **The audience actively participated.**
- Interpretation: While participants found these elements acceptable, they highlight areas where more tailored or innovative approaches could further enhance learning outcomes.
- Implication: Future programs should incorporate: Real-life MSME case studies in sustainability marketing.  
Improved logistical arrangements (e.g., green-friendly venues or digital toolkits), practical tools/frameworks for sustainable decision-making.

## 6. Aspects with No Performance Gap (0)

- **Method matched theme/objectives.**
- **Presenter interest level**
- Interpretation: These areas met but did not exceed expectations, a neutral outcome.
- Implication: Neutral feedback suggests potential stagnation. To ensure continued participant engagement and value: Reassess training methodology (e.g., add co-creation or peer-learning elements), increase presenter interactivity or storytelling rooted in MSME success in sustainability.

## 3.4 Empowerment and Capacity Building

- **Skills Training Achievements:**
  - All participants completed the module on Sustainability Marketing, Digital Tools for MSMEs, and Eco-Friendly Product Design.
  - Practical assignments provided and reviewed for the training session.
- **Mentorship:** Include individual coaching to be provided to ten selected MSMEs who will be ready for scaling as well as for generating new product variations (e.g., local herbal drinks, eco-handicrafts, and upcycled accessories).
- **Knowledge Transfer:**
  - UMB and USM team facilitated materials needed to enhance MSMEs sustainability business practices ensuring the success of green practices.
  - PERMAI NGO staff received a training mode activity which would help manage for future similar events.

## 3.5 Relationship with Learning and Output Achievements

### Academic and Institutional Learning Outcomes

This activity contributed significantly to the **learning outcomes** of the participating parties, especially in the areas of:

- Entrepreneurship and sustainability marketing
- Cross-cultural community empowerment
- Application of digital platforms for MSMEs
- Social responsibility and SDG-based community impact
- Identified research opportunities and case study materials for future publications and conferences.

### Mandatory Outputs Achieved:

- Activity implementation final report.
- Partner satisfaction evaluation (positive feedback from the participants)
- Mass media publication at Kompasiana, submission to journal ICCD 2025, IPR/HKI submission for poster of the event, and YouTube at LPPM UMB's link.

### Additional Output:

- Knowhow practical kit in the form of PPT and module on sustainable business for MSMEs.

## 4. CONCLUSION

The program on Sustainable Marketing and Business Management Approach for MSMEs for local and migrant MSMEs has been successfully implemented with clear positive outcomes, both in terms of participant engagement



and content delivery effectiveness. The event was designed to raise awareness, build capacity, and empower MSMEs to adopt sustainability principles in their marketing strategies and business management practices. Based on the data collected and the Importance-Performance Analysis (IPA), the following key conclusions can be drawn:

#### 1. **Relevance and Timeliness of the Topic**

- Participants responded with remarkably high interest and enthusiasm, as evidenced by the highest IPA score of +9. This clearly indicates that the topic of sustainability, especially in relation to marketing, is timely and aligns closely with the evolving needs and interests of MSMEs.
- MSMEs are increasingly aware of consumer trends favoring environmentally conscious brands, and they are eager to understand how to translate these demands into actionable strategies. (Jumbulingam et al., 2024; Schroeder, 2024).

#### 2. **High Levels of Satisfaction and Engagement**

- A satisfaction score of +5 shows that the participants appreciated the structure, content, and facilitation of the program. The audience felt they gained practical knowledge and were engaged throughout the process.
- The duration of the event (+4) and the dynamic delivery by the presenters (+3) were also appreciated, further enhancing the learning experience.

#### 3. **Moderate but Positive Performance on Core Learning Components**

- Aspects such as content relevance, presenter competency, facility adequacy, and participant involvement scored moderately (+1), indicating that the program successfully met minimum standards but left room for improvement in depth, interactivity, and contextual relevance.

#### 4. **Neutral Scores as Early Warning Indicators**

- Elements such as method suitability and presenter engagement received a score of 0, meaning they met expectations but did not exceed them. These findings serve as early indicators that future programs must innovate in methodology and facilitation style to maintain momentum and avoid participant fatigue.

#### 5. **Program as a Foundation for Behavior Change**

- The program laid an important foundation for promoting a mindset shift among MSMEs — from traditional short-term profit models toward more sustainable, long-term value creation, (Jamak et al., 2014)
- However, for this mindset to translate into real-world impact, continuous support mechanisms and practical tools needed beyond the event.

To enhance the long-term impact of the program, it is recommended to deliver sector-specific and contextually relevant training using interactive, participatory methods, supported by skilled facilitators and post-training mentoring, while ensuring alignment with sustainable principles in content, logistics, and follow-up, so that MSMEs are empowered to effectively adopt and implement sustainable marketing and management practices in their business operations.

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