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Assistance for MSME PD Karya Bersama “Rosalie” to Optimize Market Reach through a Google Business Profile and E-Catalog

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Abstract: The MSME PD Karya Bersama, with its "Rosalie" brand, possesses strong assets in the form of leather materials and meticulous craftsmanship. However, these strengths had not yet translated into business growth. Sales tended to stagnate because promotion relied on word-of-mouth. Two primary issues were identified, the lack of a company profile suitable for formal product pitches particularly to institutions and a minimal digital promotion. "Rosalie" barely appeared in search results when people looked for leather shoes in Serang. This community service program was designed direct assistance and collaboration. The business partner was actively involved throughout the process, from exploring the business's history to gathering product photos and crafting marketing copy. The initiative resulted in the creation of both print and digital company profiles featuring the brand story, material specifications, product highlights, and official contact details. The team also assisted in setting up and verifying a Google Business Profile, complete with location markers, operating hours, a catalog, and a visual gallery. Post-mentorship evaluations showed an increase in route-finding clicks and ratings. Early positive reviews further strengthened local SEO signals. This activity demonstrates that refining business identity and establishing a presence on Google Business Profile can enhance an MSME's credibility and discoverability.

Keyword: MSME, Google Business Profile, Google Maps, E-Catalog.

INTRODUCTION

The Industrial Revolution 4.0 era and post-pandemic transformation have accelerated technology adoption across various business sectors, including Micro, Small, and Medium Enterprises (MSMEs). A significant shift in consumer behavior is currently underway, with people increasingly relying on search engines and digital platforms to find information, products, and local services before making purchasing decisions (Shankar et al., 2025; Ayundyahyasti et al., 2023). This situation compels MSMEs in the craft sector specifically the footwear industry—to adapt quickly. Without a strong digital presence, local MSMEs risk losing out not only to fellow local producers but also to large-scale brands that already possess mature digital marketing ecosystems (Gao et al., 2023; Suryani et al., 2021). Consequently,

digitalization is no longer merely an optional extra but a vital instrument for maintaining business relevance and sustainability (Andika et al., 2021).

This need for adaptation is particularly relevant to the situation faced by Sepatu Rosalie. Initial observations and situational analysis reveal that Sepatu Rosalie possesses a genuine competitive advantage, notably in the quality of materials used and its precise craftsmanship. However, this high product quality has not yet translated into an expanded market share. Currently, Sepatu Rosalie's sales tend to stagnate due to a heavy reliance on conventional marketing strategies, specifically offline word-of-mouth promotion. This dependence on traditional methods limits the business's operational scope and severely restricts its market reach amidst intense free-market competition (Zahroh et al., 2022; Ayundyahyasti et al., 2023).

Furthermore, field-level problem identification has revealed two primary obstacles hindering the growth of Sepatu Rosalie's business. The first issue is the absence of a structured business profile. The lack of a professional business document or portfolio makes it difficult for the MSME to demonstrate its brand credibility. This poses a significant obstacle, particularly when pursuing Business-to-Business (B2B) opportunities—such as tenders for supplying institutional uniform shoes—or when attempting to convince large-scale retail consumers (Balmer et al., 2020; Suryani et al., 2021). The second issue is the lack of a verified digital presence on search engines and digital maps. Rosalie Shoes has not been effectively indexed online, resulting in a high number of missed local leads—or lost market potential in the immediate vicinity—because consumers struggle to locate the store or access its catalog via internet searches (Shankar et al., 2025).

To address these challenges, the community service team devised a strategic intervention through a Community Service (PKM) program focused on structured guidance. The proposed solutions include developing a representative business profile that highlights the product's value proposition, as well as setting up and optimizing the Google Business Profile feature. Google Business Profile was selected for implementation because it is empirically shown to improve visibility in Google Search and Google Maps through accurate location information, photographs, operating hours, links, and consumer reviews, without imposing subscription costs that would burden the MSME (Shankar et al., 2025). Through this program, it is expected that Rosalie Shoes will achieve optimal digital market reach, strengthen its brand credibility among consumers, and drive sustainable growth in sales volume (Digital transformation of MSMEs in Indonesia, 2024; Gao et al., 2023).

METHODS

This community service activity employs a Participatory Action Research (PAR) approach combined with methods of community mentoring. The PAR approach was selected because it emphasizes the active involvement of partners in every step of the problem-solving process; thus, the program is collaborative rather than a one-way instructional exercise. Through this approach, the service team ensures that the MSME not only receives final deliverables such as physical documents and digital accounts but also undergoes a genuine knowledge transfer process. This is crucial for enabling partners to independently manage and update their digital assets in the future (Indonesian Journal of Community Engagement, 2023; Andika et al., 2021).

The strategic target for this activity is the internal ecosystem of the MSME PD Karya Bersama, comprising the business owner, daily manager, and operational staff. Involving various human resource elements within the MSME aims to build a collective understanding of the importance of brand identity and digital marketing, as well as to ensure a clear division of tasks regarding the management of the Google Business Profile account following the service program (Journal of University Community Engagement, 2026; Suryani et al., 2021).

Systematically, the problem-solving intervention is carried out in three main stages:

Preparation Stage (Observation and Interviews)

The initial stage focuses on needs assessment and primary data collection. The service team conducts direct observations at the production site and in-depth interviews with the owner of the MSME PD Karya Bersama. This process aims to uncover the partner's "brand DNA," covering the business's founding history, the formulation of its vision and mission, the identification of product strengths, the compilation of a product catalog, and the documentation of both the products and the craftsmanship involved in their creation. This qualitative and visual data serves as essential raw material for crafting an authentic and representative business profile narrative and layout (Balmer et al., 2020; Suryani et al., 2021).

Implementation Phase (Workshop and Digital Setup)

This phase constitutes the core activity and is divided into two areas of focus. First, the business profile development workshop is conducted through collaborative sessions between the community service team and the partner to formulate engaging and professional copy. Additionally, layout design assistance is provided using Canva to produce a Business Profile in both print and digital (PDF) formats. This document is intended to serve as an effective B2B communication tool (Balmer et al., 2020).

Second, in the Google Business Profile digital setup, the community service team provides hands-on assistance to the partner in creating an official business Google account, registering the business profile, and claiming the location pin on Google Maps. The process concludes with the Google Business Profile account verification stage, ensuring the legitimacy of the "Rosalie" business entity is recognized by search engine algorithms (Shankar et al., 2025).

Mentoring and Evaluation Phase

To ensure program sustainability, activities do not cease upon account creation. The community service team provides intensive mentoring on content management, covering profile completion (storefront photos, interior documentation, and operating hours) and the uploading of shoe catalogs with pricing. The final step is an evaluation phase conducted one month after program implementation. This evaluation measures the effectiveness of digitalization by monitoring the Google Business Profile Insights/Performance dashboard. The measured parameters include discovery metrics (the number of users who found the business profile), interaction metrics (the number of clicks for location directions and incoming calls), and trends in the partner's organic visibility in the local market (Shankar et al., 2025).

RESULTS AND DISCUSSION

Development of the Rosalie Shoes Business Profile

A tangible outcome of the initial mentoring phase was the creation of a dual-format company profile document featuring both an exclusive print version and a digital (PDF) version. This document was designed not merely to showcase products but was strategically structured to incorporate the brand story, detailed material specifications, a mapping of competitive advantages, and integrated official contact information.

In practice, the document has had a significant psychological and tactical impact on the business partners. The MSME owner reported a surge in confidence when pitching to or presenting price quotes to local institutions and community groups. While the business was previously often dismissed as a mere home-based "shoe repair shop," the elegant business profile successfully shifted this perception. Rosalie Shoes can now present itself as a professional and credible artisanal business entity. This finding aligns with corporate branding research, which emphasizes that a coherent corporate identity, visual representation, and consistent brand communication contribute to the formation of corporate image, trust, and reputation (Balmer et al., 2020; Melewar et al., 2020). In the SME context, digital presence and

electronic word-of-mouth also play an important role in shaping brand image, although their effects are mediated by brand awareness and consumer engagement (Suryani et al., 2021).

Implementation and Verification of Google Business Profile

The digitalization step was executed by registering and setting up a Google Business Profile account. The final result of this stage was a fully verified Rosalie Shoes MSME account, complete with accurate location coordinates, a price catalog, operating hours, and a visual gallery showcasing both finished products and the production process. This result is consistent with evidence that an active and updated Google Business Profile enhances business visibility in local search results and Google Maps (Shankar et al., 2025).

This process was not without obstacles. During implementation, the team encountered common technical challenges, such as location verification delays caused by inaccurate GPS detection in densely populated areas and the requirement for live video verification mandated by Google's algorithm updates. Once this obstacle was overcome, the assistance continued by optimizing micro-features often overlooked by business owners. The team educated partners on using the "Updates/Posts" and "Q&A" features. Rather than serving merely as sales channels, these features were utilized to educate consumers on leather shoe care and the handmade crafting process. Previous studies indicate that complete GBP information—such as location, contact details, operating hours, website links, reviews, photographs, and interactive features—can reduce consumer uncertainty and support the conversion of local search queries into visits or direct contact (Shankar et al., 2025).

Impact of Optimization on Reach (Visibility)

To measure the intervention's effectiveness, an evaluation was conducted by extracting metric data from Google Business Profile Insights for the month following optimization. Data analysis revealed a highly positive surge in the organic search curve. The physical Sepatu Rosalie store began to be discovered by mobile users searching with generic, non-branded keywords such as "local leather shoes," "leather shoe artisan," or "shoe store near me." This outcome is consistent with findings that GBP improves discoverability for consumers who search for products or services near their location (Shankar et al., 2025).

Beyond mere impression counts, the most crucial indicator of success was found in engagement metrics. The analytics dashboard recorded tangible actions taken by potential customers, ranging from clicks on "Directions" (guiding consumers to the workshop location) and incoming phone calls to clicks on the WhatsApp link embedded in the profile. During this initial phase, the team also emphasized the importance of review management. Early satisfied customers were encouraged to leave positive reviews accompanied by product photos. Previous community-engagement evidence suggests that GBP implementation can improve business visibility, ease customer access to location and product information, and strengthen public trust through customer-review features.

Program Sustainability

The greatest challenge in MSME digitalization typically arises after the community service program concludes, as digital assets risk falling into neglect. Recognizing this, the service team established a sustainability commitment in collaboration with the partner. The agreed-upon strategy includes the implementation of simple Standard Operating Procedures (SOPs) for the administrators or operational staff at Sepatu Rosalie. These SOPs mandate the uploading of at least two new product or production-related photos each week and require that any new customer reviews or inquiries be responded to within a maximum of 24 hours. Consistent management is crucial to ensuring that the established digital ecosystem remains active and continues to generate new customer leads organically (Shankar et al., 2025).

CONCLUSIONS AND RECOMMENDATIONS

PD Karya Bersama, an MSME, possessed high-quality products and craftsmanship but faced stagnant sales due to a reliance on conventional word-of-mouth marketing. Two primary obstacles were identified: the absence of a structured business profile and a minimal digital presence, particularly on search engines and digital maps. These issues resulted in low brand credibility, limited market reach, and missed opportunities to connect with local consumers.

To address these challenges, a community service program was implemented using a Participatory Action Research (PAR) approach combined with direct mentoring. The initiative comprised three stages: a preparatory phase involving observation and interviews; an execution phase featuring a workshop on creating a company profile and setting up/verifying a Google Business Profile; and a one-month period of mentoring and evaluation. As a result, Rosalie Shoes now possesses professional print and digital business profiles, a verified Google Business Profile, a product catalog, accurate location mapping, and representative visual content.

The intervention's impact is evident in the partner's increased confidence in B2B dealings, strengthened brand credibility, and enhanced local visibility through organic search (Balmer et al., 2020; Suryani et al., 2021). Engagement metrics also reflect positive responses, including clicks for directions, phone calls, and WhatsApp interactions, consistent with the function of GBP in improving local discoverability and consumer contact (Shankar et al., 2025). To ensure sustainability, simple Standard Operating Procedures (SOPs) were established for the administrator, focusing on regular content uploads and prompt responses to consumer reviews and inquiries (Digital transformation of MSMEs in Indonesia, 2024).

Overall, this program demonstrates that digitalization achieved through the creation of a strategic business profile and Google Business Profile optimization is effective in strengthening brand identity, expanding market reach, and sustainably boosting sales prospects for Rosalie Shoes (Gao et al., 2023). This mentoring model can also be replicated for other craft-based MSMEs facing similar challenges.

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