

The Utilization of Google Maps and Social Media to Enhance the Digital Visibility and Market Reach of Nana Cookies MSME in Nanggela Village

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Abstract

Rural micro, small, and medium enterprises (MSMEs) often remain invisible to consumers outside their personal networks because promotion still depends on word of mouth and private messaging. This study describes a mentoring intervention that used Google Maps, through Google Business Profile, and Instagram to improve the digital visibility and market reach of Nana Cookies, a home based pastry MSME in Nanggela Village, Kuningan Regency, Indonesia. A descriptive qualitative single case design within a community service framework was applied to the business owner over approximately two weeks in four stages: problem identification, planning, implementation, and evaluation. Data were collected through semistructured interviews, observation with a checklist, and documentation of platform records, then analyzed through data reduction, data display, and conclusion drawing with source and technique triangulation. Before the intervention, the business had no digital map listing and no public social media account. By the end of the mentoring, it had a Google Business Profile listing categorized as a pastry shop with its address, telephone number, and route function, and a public Instagram account with two posts and 18 followers. These outputs improved the findability and accessibility of the business, strengthened its professional image, and widened the potential reach of its promotion beyond the village. Because transaction records were not compared systematically within the short mentoring period, the study does not claim a causal increase in sales. The findings offer a low cost digitalization model for rural MSMEs and underline the need for longer term measurement of sales performance.

Keywords: digital marketing; google maps; social media; MSMEs; nana cookies

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INTRODUCTION

Digitalization has reshaped how consumers search for, evaluate, and purchase products, and social and digital marketing now offer firms lower costs, greater brand awareness, and wider reach than conventional promotion (Dwivedi et al., 2021). Social media platforms allow even very small businesses to reach and engage consumers beyond their existing networks (Appel et al., 2020). Nevertheless, small and medium enterprises in many countries still lag behind larger firms in digitalization, and this gap is associated with weaker performance because digitalization depends on information technology

resources, employee skills, and a clear digital strategy (Eller et al., 2020). Evidence from developing economies shows that the adoption of social media marketing improves the business outcomes of small firms, yet adoption is constrained by technological, organizational, and environmental factors (Chatterjee & Kar, 2020; Qalati et al., 2021).

The Micro, Small, and Medium Enterprises (MSMEs) sector is very important for national economic stability in Indonesia. As a pillar of the people's economy, MSMEs have shown their ability to survive in the midst of economic changes and contribute significantly to labor absorption. MSMEs account for more than 99 percent of business units in Indonesia and absorb most of the national workforce, yet the majority of them are micro enterprises that face persistent constraints in market access, capital, and technology (Tambunan, 2019).

However, in the context of very rapid digital development, the challenges faced by MSME actors are becoming increasingly complicated, especially related to expanding market share and access to information for consumers. Digital skills and technology adoption have therefore become key conditions for MSMEs to remain relevant in the modern market (Eller et al., 2020; Priyono et al., 2020). In Banda Aceh, for example, Salam & Imilda, (2024) found that MSMEs still struggle with limited technological infrastructure, low digital literacy, and dependence on conventional systems, even though digital transformation can raise their competitiveness and expand their market reach.

The challenge is sharper in rural areas. A systematic review of research on digital and rural development concluded that rural communities are the most in need of digital connectivity to compensate for their remoteness, yet they are the least connected and included because of weaker infrastructure and lower average digital skills (Salemink et al., 2017). Case studies of home based micro businesses in remote rural communities likewise show that such firms risk being left behind in the digital economy when their owners lack adequate connectivity and digital capability (Philip & Williams, 2019). For rural food producers, this means that products of good quality may remain unknown simply because the business cannot be found online. Nana Cookies, a home based pastry business in Nanggela Village, Mandirancan District, Kuningan Regency, is one of the rural MSMEs facing this challenge.

The main problem faced by Nana Cookies today is the very limited marketing reach. So far, they only rely on promotions from friends and the use of WhatsApp status to make sales. As a result, information about their products is only known by the environment of people who already know each other. This causes people outside Nanggela Village who are looking for pastry products to not be able to find Nana Cookies, because their location does not appear on digital maps (Google Maps) and their business profiles are not visible on public social media platforms. If this standard marketing strategy is maintained, Nana Cookies MSMEs have the potential to experience growth limitations and may be outcompeted by similar products from urban areas that already have a strong digital identity (Kasnelly et al., 2025; Philip & Williams, 2019).

Several previous studies have shown that registering a business on Google Business Profile makes physical stores easier to find through location based searches. In a mentoring program for culinary MSMEs at the Taman Sriwedari shelter in Surakarta, Insani et al., (2022) reported that every participant obtained an optimized Google Maps account and that posttest knowledge scores rose by 25 percent compared with the

pretest. Digital presence on map platforms also strengthens the identity and accessibility of MSMEs and extends their consumer reach, as reported by Rahmawati et al., (2025) after assisting MSMEs in digitizing their business locations on Google Maps.

In addition, the use of social media such as Instagram and WhatsApp Business has been associated with better MSME business performance through the presentation of attractive visual content and direct interaction between business actors and consumers (Syaifullah et al., 2021). The integration between verified business locations on Google Maps and informative product catalogs on social media forms a digital marketing ecosystem that is relatively cost-effective but has a wide reach. This strategy is a practical solution for MSME actors in rural areas who have limited promotional budgets, but still strive to expand market reach in a sustainable manner (Kasnelly et al., 2025; Sucipto et al., 2025).

A closer comparison of these studies reveals three limitations. First, most previous interventions were delivered as group trainings for many MSMEs at once and were evaluated mainly through pretest and posttest knowledge scores or the number of accounts created. Sucipto et al., (2025), for instance, reported a 69 percent rise in average posttest scores and more than 40 percent of participants creating Google Maps accounts within one week, but did not follow how individual businesses used the platforms afterward. Second, several studies concluded that combining Google Maps and social media raises sales potential but relied mainly on qualitative observation rather than on transaction records before and after the intervention (Kasnelly et al., 2025).

Third, international evidence on social media adoption is dominated by surveys of established small and medium enterprises (Chatterjee & Kar, 2020; Qalati et al., 2021), which says little about home based micro businesses in villages where digital skills and connectivity are limited (Salemink et al., 2017). Consequently, there is still little documented evidence on how a single rural home based food business moves step by step from informal, network based promotion to an integrated presence on a map platform and a social media platform, and on which outcomes can actually be observed within a short mentoring period.

Addressing this gap is urgent for three reasons. First, rural MSMEs that remain invisible online lose potential buyers to urban competitors that already hold a strong digital identity, and this disadvantage grows as consumers increasingly consult map searches and social media before buying (Dwivedi et al., 2021). Second, online reviews and other forms of electronic word of mouth now shape how consumers evaluate food businesses, so a business without any digital footprint cannot accumulate this form of social proof (Babić Rosario et al., 2020; Mathayomchan & Taecharungroj, 2020). Third, village economies depend on the survival of small food producers such as Nana Cookies, so practical and low cost digitalization models are needed that owners with limited budgets and skills can maintain by themselves.

The novelty of this study lies in three aspects. First, it documents the complete mentoring process for one rural home based pastry business, from baseline diagnosis to evaluation, rather than reporting only training outputs. Second, it treats Google Business Profile and Instagram as an integrated system in which the map listing captures consumers who are already searching nearby, while social media creates awareness among consumers who are not yet searching. Third, it evaluates the intervention with

explicit indicators of visibility, accessibility, credibility, and reach, and it deliberately separates these demonstrated outcomes from sales performance, which requires a longer observation period.

This research aims to formulate and implement strategies for the use of Google Maps and social media to improve the digital visibility, location accessibility, and market reach of Nana Cookies in Nanggela Village, and to describe the changes in its marketing practices after mentoring. Through a mentoring approach, it is hoped that this research can make a real contribution to the development of the Nana Cookies business. In addition, the results of this study are expected to be a reference model for other MSME actors in rural areas in optimizing digital instruments to overcome geographical barriers and strengthen the economic competitiveness of villages in the digital era.

Practically, the study provides the owner of Nana Cookies with a working digital presence and simple routines for maintaining it, and it offers village officials and community service teams a replicable, low cost mentoring procedure. Theoretically, it extends the literature on MSME digitalization by showing how visibility, accessibility, credibility, and reach emerge as distinct intermediate outcomes of platform adoption in a rural micro business context, which complements survey based studies of social media adoption ([Qalati et al., 2021](#)). For policy, the findings imply that village digitalization programs should combine platform registration with continued mentoring and simple performance monitoring, so that later effects on sales can be verified.

RESEARCH METHOD

Type and Design of Research

This research employed a descriptive qualitative approach using a mentoring-based community service model. The approach was used to describe the marketing digitalization mentoring process implemented at Nana Cookies MSME, including the initial marketing conditions, stages of implementation, and changes following the mentoring activities. The qualitative approach was also used to capture the experiences and responses of the business owner throughout the process ([Sugiyono, 2022](#)). The design is best described as community service research documented as a descriptive qualitative single case. This design fits the aim of the study because it seeks to describe a mentoring process and its observable outcomes within one bounded business, not to test a causal effect or to generalize statistically ([Yin, 2018](#)).

Location and Subject

The mentoring activity was conducted in Nanggela Village, Mandirancan District, Kuningan Regency. The subject of the activity was the owner of Nana Cookies MSME. The location was selected based on the characteristics of rural MSMEs, which have potential for developing superior products but continue to face limitations in utilizing digital technology, particularly for marketing and expanding market reach ([Sucipto et al., 2025](#)). The owner was selected purposively as the key informant because the owner personally manages production, promotion, and sales. Because the study involves only one subject, its findings are intended for analytical transfer to similar rural home based businesses rather than for statistical generalization. The owner gave informed consent for the mentoring activities, the interviews, and the publication of the business name and platform screenshots.

Research Procedure

The mentoring activity was conducted over approximately two weeks and consisted of the following stages:

1. Problem identification: The initial marketing conditions, obstacles faced by the MSME, and level of digital literacy were identified.
2. Planning: A marketing digitalization strategy was developed based on the needs and capacity of the MSME.
3. Implementation: The activities included registering and managing the business on Google Business Profile (Google Maps), optimizing Instagram as a marketing platform, and strengthening the business's public communication.
4. Evaluation: Changes in market reach, consumer interaction, and the partner's response following the implementation of the digital marketing strategies were observed and evaluated.

Research Instruments

Three instruments were used to collect the data. A semistructured interview guide covered marketing practices before mentoring, promotion channels, digital literacy and device use, obstacles to digital adoption, and perceived changes after mentoring. An observation checklist recorded the completeness of the Google Business Profile listing, the setup of the Instagram account, posting consistency, content quality, and consumer interactions. A documentation sheet compiled screenshots and platform performance records, namely Google Business Profile Performance and Instagram Insights, together with the owner's order notes. Table 1 summarizes the instruments.

Table 1. Research Instruments

No	Instrument	Main Items	Data Source
1	Semistructured interview guide	Marketing practices before mentoring; promotion channels; digital literacy and device use; obstacles to digital adoption; perceived changes after mentoring	Owner of Nana Cookies
2	Observation checklist	Completeness of the Google Business Profile listing (name, category, map pin, address, hours, telephone, photos); verification status; Instagram setup (bio, contact, posts); posting frequency and content quality; consumer comments, messages, reviews, and route requests	Google Maps, Instagram, and production site
3	Documentation sheet	Screenshots before and after mentoring; Google Business Profile Performance data; Instagram Insights data; owner's order notes	Platform dashboards and owner's records

Source: Data Processed

Data Collection Techniques

Data were collected through interviews, direct observation, and documentation.

1. Semi-structured interviews were conducted with the owner of Nana Cookies MSME to obtain information about marketing conditions before the mentoring, experiences during the digitalization process, and perceived benefits.
2. Direct observation was conducted throughout the mentoring process to examine changes in marketing practices, the use of Google Maps and social media, and consumer responses to the business's digital presence.
3. Documentation included screenshots of the Google Maps profile, social media accounts, promotional content, and records of the mentoring activities as supporting evidence of the implementation and outcomes.

Role of the Researcher

The researcher acted as a facilitator and implementer throughout the mentoring process. The researcher was directly involved in registering the business location on Google Maps, assisting with the creation and management of social media content, and providing guidance on digital marketing strategies relevant to rural MSMEs. Thus, the researcher worked collaboratively with the business owner to strengthen the MSME's digital marketing capacity.

Data Analysis Techniques

The data were analyzed using descriptive qualitative analysis through the following stages:

1. Data reduction: Relevant data were selected and organized according to the objectives of the mentoring activity.
2. Data presentation: The data were presented in descriptive narratives, comparison tables showing conditions before and after digitalization, and supporting visual documentation.
3. Conclusion drawing: Conclusions were drawn by interpreting changes in the MSME's marketing practices following the mentoring activity, particularly in terms of market reach, business accessibility, and digital presence.

Evaluation Indicators

The outcomes of the mentoring were evaluated with the indicators in Table 2, which were compared at baseline, before the listing and the account were created, and at the end of the mentoring period. Sales indicators were treated only as exploratory descriptive information, because a period of about two weeks is too short to attribute changes in sales to the intervention.

Table 2. Evaluation Indicators

No	Dimension	Indicator	Source
1	Digital visibility	Listing status; profile views; search appearances	Google Business Profile Performance
2	Location accessibility	Direction requests; calls from the listing	Google Business Profile Performance
3	Perceived credibility	Profile completeness; number of reviews and average rating	Observation checklist; Google Maps
4	Social media reach	Followers; accounts reached; posts published; interactions	Instagram profile and Insights

No	Dimension	Indicator	Source
5	Market reach	Share of buyers from outside Nanggela Village; orders through digital channels	Owner's order notes; interview
6	Sales (exploratory)	Weekly number of orders before and after mentoring	Owner's order notes

Source: Data Processed

Credibility and Limitations of the Design

Credibility was established through source triangulation, which compared the owner's statements with platform records and field observations, and through technique triangulation, which cross checked interview, observation, and documentation data (Moleong, 2018). Preliminary conclusions were confirmed with the owner through member checking, and all field notes, screenshots, and analytic decisions were kept as an audit trail to support dependability and confirmability (Nowell et al., 2017). The design has two main limitations. It involves a single subject, and the mentoring period was short; therefore, the study reports changes in digital presence and marketing practices and does not infer a causal effect on sales.

RESULTS AND DISCUSSION

Results

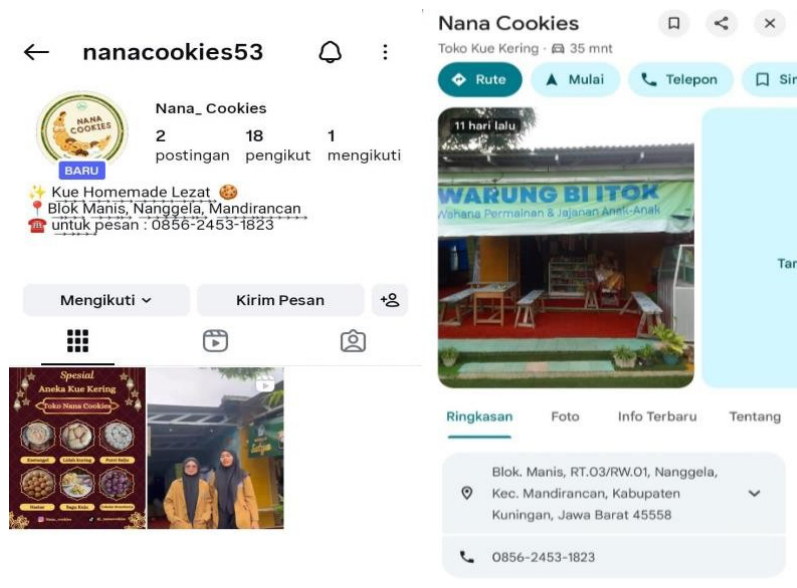


Figure 1. Instagram Account (Left) and Google Business Profile Listing on Google Maps (Right) of Nana Cookies

Figure 1 documents the two main outputs of the implementation stage. The left panel shows the public Instagram account @nanacookies53, whose bio states the product (homemade pastries), the location, and an order number, and whose first posts consist of a catalog flyer of the product range and a photo taken at the business premises. At the time of documentation, the account had two posts and 18 followers. The right panel shows the Google Business Profile listing on Google Maps, in which Nana Cookies is categorized as a pastry shop (Toko Kue Kering) and displays its full address in Blok Manis, Nanggela, Mandirancan District, Kuningan Regency, a telephone number, a

business photo, and buttons for routes, navigation, calls, and saving the place. Together, the two panels show that the business moved from having no public digital identity to having two complementary entry points through which unknown consumers can find and contact it.

The first step in the process of digitizing the marketing of Nana Cookies MSMEs is carried out through the registration of business locations on Google Maps using Google Business Profile. Before this activity was carried out, the production location of Nana Cookies in Nanggela Village had not been identified on the digital map, making it difficult for consumers, especially those from outside the village, to find a business address. After the registration and verification process is completed, the identity of the Nana Cookies business becomes more accessible to the public through search engines and navigation applications. This condition is in line with the findings of Rahmawati et al., (2025) who stated that the inclusion of business coordinate points on the digital map is an important foundation in building visibility and trust of MSMEs in the digital economy era. Based on the results of observations during mentoring, the use of Google Maps provides several real benefits for Nana Cookies MSMEs, including:

Ease of Navigation

Consumers from outside the Nanggela Village area can now use the GPS-based directional feature to reach business locations more accurately without experiencing difficulties. The ease of access to this location is able to reduce geographical barriers that have been the main obstacle for rural MSMEs in reaching a wider range of consumers (Kasnelly et al., 2025).

Potential for Greater Consumer Trust

Business profiles that are equipped with address information, operating hours, and product photos give a more professional impression. The existence of authentic reviews and visual documentation on Google Maps serves as an effective social proof in increasing new consumer confidence in Nana Cookies' business (Sucipto et al., 2025).

Optimizing Social Media as a Means of Promotion

Along with location registration, Nana Cookies has also begun to use social media (such as Instagram) as a promotional tool. This change is very important because social media allows for two-way communication and the widespread dissemination of information. Appel et al., (2020) explain that social media allows businesses to reach and engage consumers far beyond their existing networks, which is precisely the capacity that a business whose buyers were limited to acquaintances lacks.

Some of the changes that have been made include:

Media Switch:

Switch from using only WhatsApp statuses (which are private) to open posts on Instagram. This strategy expands the market coverage from what was previously just in the circle of friends to a wider audience in the public. The difference matters because a WhatsApp Status is visible only to people who have saved the owner's number, whereas a public Instagram post can be found by anyone through search, hashtags, location tags, and shares.

Content Quality:

Product photos are taken with attractive lighting and arrangement. Aesthetically pleasing visual content on social media tends to be perceived as more creative and to evoke positive emotions, which in turn increases followers' intention to interact with the business (Casaló et al., 2021). Comparison of Conditions Before and After Digitalization: Table 3 compares the marketing conditions of Nana Cookies before and after digitalization on the basis of the interviews, observation, and documentation.

Table 3. Comparison of Marketing Conditions Before and After Digitalization

No	Comparative Aspects	Before (Old Pattern)	After (Digitization)
1	Promotion Methods	Friend to Friend & WhatsApp Status	Google Maps & Instagram
2	Market Reach	Only the residents of Nanggela Village	Reach customers outside the region
3	Location Convenience	Customers are confused about looking for an address	Easy to find via GPS navigation
4	Business Identity	Unknown online	Have a business profile Clear digital
5	Business Information	Shared verbally or through personal chats	Address, operating hours, telephone, and route displayed on Google Maps
6	Promotional Content	Casual product photos shared privately	Catalog flyer and business photo published publicly on Instagram

Source: Data Processed

Measurable Indicators of the Intervention

Table 4 reports the measurable indicators of the intervention. The baseline values follow directly from the absence of any map listing or public account before the mentoring, whereas the end of mentoring values were taken from the platform documentation shown in Figure 1.

Table 4. Measurable Indicators Before and After the Mentoring

No	Indicator (Source)	Baseline	End of Mentoring
1	Google Maps listing (Google Business Profile)	None	1 listing categorized as a pastry shop, with address, telephone, route, and call functions
2	Photos on the listing (Google Maps)	0	At least 1 business photo
3	Public Instagram account for the business	None (promotion through WhatsApp Status only)	1 account (@nanacookies53)
4	Instagram posts (Instagram profile)	0	2 (catalog flyer and business photo)
5	Instagram followers (Instagram profile)	0	18

Discussion

The results show that the most immediate effect of the mentoring was a change in the findability of the business. Before the intervention, a consumer who did not personally know the owner had no way to discover Nana Cookies, because the business existed only in private WhatsApp contacts. The Google Business Profile listing turned the production site into a searchable and navigable place, and the route and call functions shortened the path from search to visit. This pattern is consistent with Insani et al., (2022); Rahmawati et al., (2025); Sucipto et al., (2025), who likewise found that registration on Google Maps improved the visibility and accessibility of MSMEs. Unlike those studies, which evaluated group trainings mainly through knowledge scores and account counts, the present case identifies the concrete elements of a single listing that make it useful to consumers, namely an accurate map pin, a relevant category, a complete address, and a direct contact channel.

The second mechanism concerns credibility. A complete profile with photos signals that the business is real and professionally managed, and reviews on the listing act as electronic word of mouth that new consumers use to evaluate unfamiliar sellers (Babić Rosario et al., 2020). Analyses of Google Maps reviews of restaurants show that consumers comment extensively on food, service, and value, so that a listing gradually becomes a public record of customer experience (Mathayomchan & Taecharungroj, 2020). In the case of Nana Cookies, however, the listing was still new at the end of the mentoring, so its credibility effect was potential rather than realized. Encouraging satisfied buyers to leave reviews is therefore the next priority, and the trust benefit described above should be read as an expected benefit supported by the literature rather than as a measured outcome of this study.

The third mechanism concerns reach. Moving promotion from WhatsApp Status to a public Instagram account changed the audience from a closed list of saved contacts to an open network in which posts can be discovered and shared by strangers (Appel et al., 2020). Visually appealing catalog content supports this process because creative posts evoke positive emotions and raise followers' willingness to interact (Casaló et al., 2021). The 18 followers recorded at the end of the mentoring form a modest starting audience, and without Instagram Insights it cannot yet be determined how many of them live outside Nanggela Village. The finding therefore supports the claim that the potential reach of promotion has widened, but not yet that the actual market has expanded. Studies of small firms in India and other developing countries indicate that the business benefits of social media marketing appear when adoption is sustained and supported by organizational capability (Chatterjee & Kar, 2020; Qalati et al., 2021).

Taken together, the two platforms play complementary roles, as summarized in Figure 2. Google Business Profile serves consumers who are already searching for pastries nearby, whereas Instagram creates awareness among consumers who are not yet searching, and the Instagram bio, which lists the address and an order number, links the two channels. This integrated and low cost configuration is consistent with the view that social and digital marketing reduce promotional costs while raising awareness (Dwivedi et al., 2021), and it suits the constraints of rural home based businesses with limited budgets and skills (Philip & Williams, 2019).

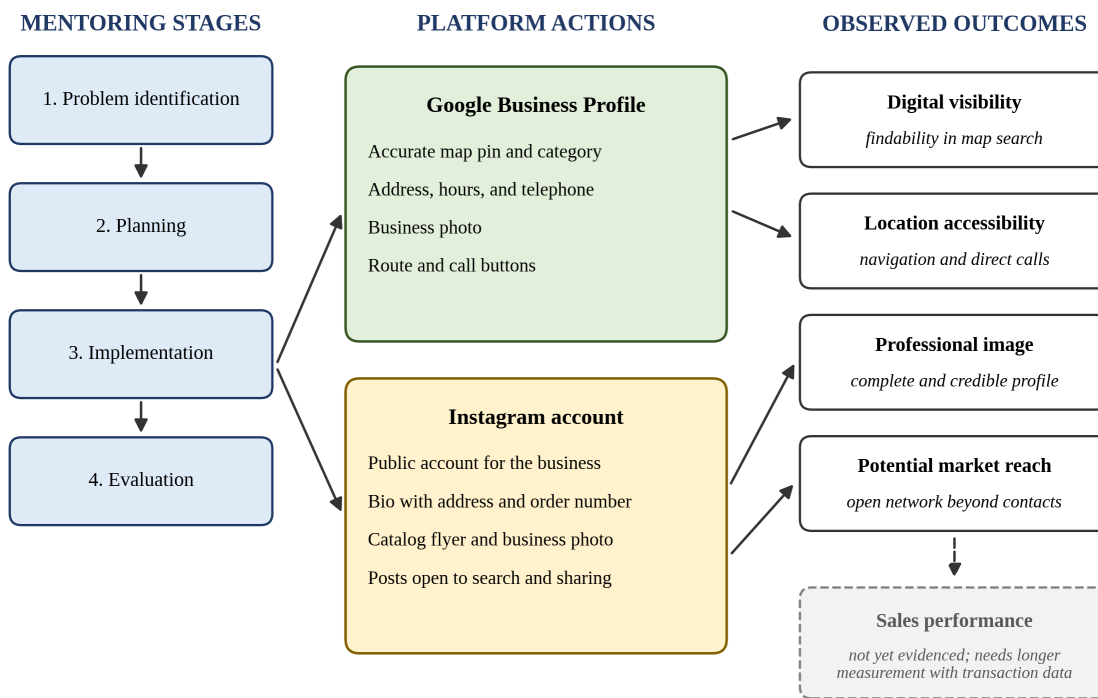


Figure 2. Mechanisms Linking the Mentoring Stages to the Observed Marketing Outcomes of Nana Cookies

The sustainability of these outcomes depends on the owner's capacity to keep the listing accurate and to post regularly. Digitalization in small firms is driven by information technology resources, skills, and strategy (Eller et al., 2020), and Indonesian SMEs follow different transformation paths depending on their readiness (Priyono et al., 2020). For Nana Cookies, the mentoring established the platforms, but continued content production and review management are needed before the effects reported in quantitative studies, such as the positive relationship between social media marketing and MSME business performance (Syaifullah et al., 2021), can be expected.

Because the mentoring lasted only about two weeks and sales records were not systematically compared, this study does not claim that the intervention increased sales; it demonstrates improvements in visibility, accessibility, and the potential reach of promotion, which are preconditions for later sales growth. This study has several limitations. It examines one business and one owner, relies partly on self reported information, and covers a short period, so the findings cannot be generalized statistically and the durability of the changes is unknown. Future studies should follow several rural MSMEs for at least three to six months and combine platform analytics with transaction records to estimate the effect of digital presence on sales.

CONCLUSION

Before the mentoring, Nana Cookies relied on promotion through friends and WhatsApp Status, had no location on digital maps, and had no public business profile on social media, so it was practically invisible to consumers outside Nanggela Village. The mentoring, which aimed to improve the digital visibility, location accessibility, and market reach of the business, produced two concrete outputs, namely a Google Business Profile listing categorized as a pastry shop with a complete address, telephone

number, and route function, and a public Instagram account that functions as a digital catalog and had 18 followers at the end of the mentoring.

These outputs made the business searchable and navigable, strengthened its professional image, and widened the potential reach of its promotion beyond personal networks. The study does not demonstrate an increase in sales, because it involved a single business, lasted about two weeks, and did not systematically compare transaction records before and after the intervention. Future research should follow rural MSMEs over a longer period and combine platform analytics with sales data to examine the effect of digital marketing adoption on sales performance, customer growth, and business sustainability, as well as compare the effectiveness of different digital marketing platforms across rural MSMEs.

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