



## Pancasila's Socio-Cultural Capital In Strengthening Msmes Through The Use of Digital Marketing

Denisa Girly Rizkita

<sup>1</sup>Universitas Pendidikan Indonesia

Correspondence: E-mail: [denisagirly12@gmail.com](mailto:denisagirly12@gmail.com)

ARTICLE INFO	ABSTRACT
<p><b>Article History:</b> Submitted/Received September 02, 2025 First Revised Oktober 11, 2025 Accepted November 21, 2025 First Available online December 02, 2025 Publication Date December 06, 2025</p> <p><b>Keyword:</b> Digital media, Technology, E-commerce, MSMEs, Consumers, Pancasila</p>	<p>The development of digital technology has driven economic transformation through online marketing systems. In today's digital era, marketing a product no longer needs to be done conventionally; MSME players can utilize e-commerce platforms as a medium to promote their products online. Pancasila, as a socio-cultural asset, plays an important role in shaping business character and ethics. Pancasila is not only the ideological foundation of the nation, but also a moral guideline for applying values that uphold social integrity and are oriented towards sustainable and ethical digital development. The purpose of this study is to analyze the value of social integrity, which includes ethics, honesty, solidarity, and openness to consumer reviews, which can strengthen the competitiveness and trust of digital-based MSMEs. This article uses a descriptive qualitative approach, with data collected from interviews with digital SME actors and e-commerce consumers. This study uses the Miles &amp; Huberman model as an analysis technique. The results of the observation show that MSME actors carry out production, marketing, and customer service activities by applying the socio-cultural values contained in Pancasila as a benchmark in the implementation of business ethics, thereby optimizing customer satisfaction with their products.</p> <p>© 2025</p>

### 1. INTRODUCTION

In this era of continuous digital development, digitization has become a transformational force in various aspects of human life. For MSMEs, the essence of digitization lies not only in owning social media accounts or the ability to sell online. More fundamentally, digitization is a comprehensive transformation in business models and processes through the use of technology. The goal is to create more efficient operations, expand market reach, strengthen global competitiveness, and increase the added value provided to consumers. The development of information technology has brought convenience and speed to communication and information dissemination processes. This technology is also widely used in the business world. Various tools such as telephones, short messages (SMS), electronic mail (email), and websites have become an important

part of modern business activities. From these developments, the term e-commerce emerged. E-commerce or electronic commerce is a form of buying and selling transactions conducted through electronic devices such as telephones and the internet. According to Nurasha Alfahira Marsyeli and colleagues (2023), e-commerce can be understood as a new concept that describes the buying and selling of goods and services using the global internet network (World Wide Web).

However, behind the rapid development of the digital economy, MSME players face various challenges related to ethics and public trust. Increasingly fierce competition on e-commerce platforms often encourages some business players to ignore moral values in their business activities. Practices such as product information manipulation, the use of photos that do not reflect actual conditions, and the provision of fake reviews to attract consumers are common problems that can undermine the credibility of micro businesses. Another challenge arises from the low level of solidarity among digital MSME players. Instead of working together to strengthen marketing networks or sharing innovative strategies, many of them focus on individual competition.

In this context, the socio-cultural values of Pancasila serve as an important moral reference for maintaining a balance between technological progress and business ethics. Pancasila values such as honesty, unity, openness to suggestions and criticism, and a focus on a sustainable and ethical economy reflect the social integrity that needs to be applied in digital economic activities. The value of honesty, which is contained in the 1st and 2nd principles, focuses on the honest attitude of business actors in providing product information. The values of responsibility and ethical business activities contained in the second and fifth principles are based on the attitude of responsibility of an entrepreneur towards the quality of the products they sell. The value of openness to customer reviews contained in the fourth principle indicates that MSME actors must be open and accept all consumer aspirations in the form of criticism and suggestions.

Based on literature studies and the results of previous research analyses, Micro, Small, and Medium Enterprises (MSMEs) play a very significant role in the Indonesian economy, particularly in increasing household income and effective empowerment by utilizing online marketing or digital marketing. As stated in the Decree of the People's Consultative Assembly of the Republic of Indonesia Number XVI/MPR-RI/1998 concerning Economic Policy in Economic Democracy, it is emphasized that Micro, Small, and Medium Enterprises (MSMEs) must be empowered as an important element in the people's economy. MSMEs have a strategic position, role, and potential to build a more advanced and equitable national economic structure (Dharmajaya et al., 2023). Media expert Dr. Meithiana Indrasari, ST., MM, on Tuesday (06/21/2022) stated that "Pancasila and Bhinneka Tunggal Ika have become part of the culture of digital media in everyday life." She stated that a basic understanding of the values of Pancasila and Bhinneka Tunggal Ika must remain the foundation of digital literacy in cultural, national, and state life. "Making the values of Pancasila and Bhinneka Tunggal Ika the foundation of digital literacy and realizing the values of Pancasila and Bhinneka Tunggal Ika as a guide for character in activities in the digital space," she said. The same applies to buying and selling activities through digital means, which are now ingrained in Indonesian culture. Therefore, the application of Pancasila values must not be overlooked by every human being in digital transactions in their daily lives.

However, in reality, the ethical principles and social integrity values contained in the socio-cultural aspects of Pancasila itself are not yet sufficiently ingrained in MSME practitioners in their business practices, especially in terms of a sustainable and ethical

digital economy. For example, there are still discrepancies between product descriptions and quality, a lack of transparency in customer service, and low levels of collaboration between business actors. This is evidenced by the large number of negative reviews from customers who are dissatisfied with the digital products produced by MSME operators and the decline in public trust in online shops. However, it cannot be denied that digital MSMEs will never escape the culture of commercial activities in social life. MSMEs, as the backbone of the national economy, will find it easier with the availability of new digital-based marketing tools. Likewise, consumers are accustomed to everything being instant with the availability of e-commerce applications in the current era of technological development. This shows that there is a gap and a bond between MSME players and consumers or customers—proving that the two are intertwined—in buying and selling transactions.

Therefore, the usefulness of this latest research is a form of implementation of the analysis that the values contained in Pancasila can achieve effective and ethical empowerment of digital MSMEs. In order for the empowerment of digital MSMEs to be effective, policies that are in line with the values of each principle of Pancasila are needed. Regulations that favor MSMEs will strengthen their role in driving the people's economy while realizing economic practices that are fair and socially integrated. This research article was not written solely for professional research purposes. However, with this research article, MSME entrepreneurs in Indonesia are expected to integrate the values of Pancasila into their organizational culture and ensure that every business decision is in accordance with the ethical principles of Pancasila.

## 2. METHODS

This article uses a descriptive qualitative approach. Qualitative research generally takes the form of qualitative descriptive narratives, and even if there is quantitative data in the form of documents, it is also descriptive in nature. There is no statistical analysis of data in qualitative research. The analysis is qualitative and narrative in nature, seeking similarities and differences in information. Data collection was sourced from interviews with digital MSME actors and e-commerce consumers. This study uses the Miles & Huberman model as its analysis technique. According to Miles and Huberman (1992), the analysis is divided into three simultaneous activities. The three activities are (1) Data Collection; (2) Data Display; and (3) Data Condensation; (4) Conclusions: Drawing/Verifying.

- a. Data Collection; According to Miles & Huberman, data collection is part of the analysis that sharpens, classifies, directs, discards unnecessary information, and organizes data in such a way that final conclusions can be drawn and verified. Thus, qualitative data can be simplified and transformed in various ways through rigorous selection.
- b. Data Condensation; Presentation, as defined by Miles and Huberman, is a structured set of information that allows for the drawing of conclusions and the taking of action. The most commonly used form of presentation for qualitative data in the past was narrative text. There are four well-known data presentation models according to Miles and Huberman, namely: (1) In the form of organigrams, geographical maps, and others; (2) a model used to monitor research components or dimensions called a checklist matrix; (3) a role matrix model, which describes the opinions, attitudes, and

abilities of various actors, such as students, teachers, and principals. For example; (4) a clausal network model of a number of events being studied.

Drawing Conclusions; Conclusions in qualitative research are new findings that did not previously exist. Findings can be descriptions or depictions of an object that was previously vague or unclear, but after being studied becomes clear, can be causal or interactive relationships, hypotheses, or theories.

### 3. RESULTS AND DISCUSSION

This session presents the results of an analysis of MSME strengthening obtained through qualitative research methods using structured interview techniques. Interviews were conducted with two groups of informants, namely MSME players who have utilized digital marketing in their business activities and consumers who use e-commerce platforms that interact with MSME products. This approach aims to gain a comprehensive understanding of how the socio-cultural values of Pancasila are reflected in digital marketing practices and the relationship between sellers and buyers in the digital space.

Through this data collection process, researchers sought to explore the experiences, views, and attitudes of informants towards the application of values such as honesty, ethics, solidarity, and openness in online buying and selling activities. The informants who were the subjects of this study were two individuals who were housewives running small businesses (micro food businesses on the Grabfood and Gofood apps) to medium-sized businesses (handmade bag businesses on the Shopee, Instagram, and Facebook apps) who advertised their products on social media. Not only that, to prove the correctness of the application of Pancasila ethics in MSME businesses, the researcher interviewed two other sources who play an important role in providing perspectives from the point of view of consumers who enjoy digital products. The findings obtained then became the basis for further discussion regarding the role of Pancasila's socio-cultural capital in strengthening the competitiveness and sustainability of MSMEs in the digital era.

This approach aims to gain a comprehensive understanding of how the socio-cultural values of Pancasila are reflected in digital marketing practices and the relationship between sellers and buyers in the digital space. Through this data collection process, researchers sought to explore the experiences, views, and attitudes of informants towards the application of values such as honesty, ethics, solidarity, and openness in online buying and selling activities. The findings obtained then became the basis for further discussion regarding the role of Pancasila's socio-cultural capital in strengthening the competitiveness and sustainability of MSMEs in the digital era.

**Table 2** shows the raw data from interviews with MSME actors to gain a deeper understanding of the business ethics that have been implemented. This data is presented in a matrix form according to the analysis instrument in the form of data reduction according to the Miles & Huberman model. The data presented will be in the form of questions answered with data in the form of quotations in a matrix table.

**Table 2. The raw data from interviews with MSME actors**

Questions	Report 1	Report 2	Conclusion
Are you aware of any e-commerce platforms for promoting products for sale?	"I am aware of the existence of online digital platforms in this era of technological transformation."	"I am familiar with and utilize online platforms as a medium for marketing my products."	The majority of MSME players are aware of digital platforms for online marketing.
In your opinion, are the values of honesty, responsibility, and openness to customer feedback important in the implementation of ethical business practices? Why?	"Honesty and a sense of responsibility are important in running a business. Once an order is placed, it becomes the seller's responsibility to fulfill the customer's order. This is especially true for apps that offer delivery services, proving that good ethics are essential in business."	"It is very important. In the handmade bag sewing business, honesty and responsibility are the main foundations. My products are made manually with different details and materials, so openness to customer suggestions helps me to continuously improve the quality and design. By adhering to these values, customers feel appreciated and trust that every bag they buy is made with good intentions, not just for profit.  *** Translated with <a href="http://www.DeepL.com/Translator">www.DeepL.com/Translator</a> (free version) ***  ."	The implementation of honesty and responsibility are important values that every MSME entrepreneur must possess.
When faced with complaints or product delivery errors, what is your approach to resolving the issue?	"I always try to accept and improve on what customers say. Because customer satisfaction is very important, so they	"I always try to handle every customer complaint calmly, honestly, and responsibly. If there is a delivery error or defect in my handmade bags, I immediately apologize and offer the best	Customer satisfaction is the number one priority for a business to continue to grow.

	will continue to buy our products.	solution—for example, replacing the product, repairing it, or giving a discount on the next order. For me, customer satisfaction is a top priority because it is their trust that allows this business to continue to grow.	
How do you respond when fellow MSME entrepreneurs experience difficulties in sales or promotion?	“If fellow traders act professionally, help each other, and do not undermine each other.”	“I feel that we need to support each other, because fellow MSME entrepreneurs are not competitors, but comrades in arms..”	Solidarity and mutual cooperation are necessary to establish ethical MSMEs.

**Table 3** shows raw data from interviews with digital application users to gain a deeper understanding of consumer perspectives on sustainable digital MSMEs. This data is presented in a matrix format in accordance with the analysis instrument, which is data reduction according to the Miles & Huberman model. The data presented consists of questions answered with data in the form of quotations in a matrix table.

**Table 3. The raw data from interviews with digital application users**

Questions	Report 1	Report 2	Conclusion
Are you aware of the existence of e-commerce platforms in this era of technological advancement?	“Yes, I am aware of online shopping applications such as Shopee, Tokopedia, Facebook, Instagram, and delivery services via courier.”	“Yes, who doesn't know about e-commerce applications in today's digital age? Everything has developed rapidly, from technology to shopping methods.”	The majority of the public is aware of the existence of digital MSME businesses through e-commerce applications.
Do you think that honesty, responsibility, and openness to suggestions are important values to	“This is very important, because these values make consumers, especially myself, trust the products being sold. By	“It is important because it makes us as consumers trust the products they sell. Especially if they are responsible, which is their obligation to satisfy	The values of Pancasila implementation are important in shaping good business ethics..

apply in ethical business activities?	applying these values, sellers show that they care about the products that will be consumed by many people. ”	and increase customer trust.”	
Do you have your own criteria for choosing items when shopping online?	“I usually look at the reviews in the comments section or the ratings of the MSME store. Sometimes, there is no need for specific criteria; the most important thing is discounts and affordable prices.”	“I look at the store's rating, buyer reviews, and the authenticity of product photos, as well as the description of the item to be purchased in the product description column. I also pay attention to the payment method and whether the seller's response is good or bad.”	Customer reviews, photo authenticity, and ratings are the aspects that consumers most often focus on when purchasing a product from an MSME store..”

#### 4. CONCLUSION

Based on the findings of research on the role of Pancasila's socio-cultural capital in strengthening digital SMEs, it can be concluded that the application of noble values such as honesty, ethics, solidarity, and openness not only shapes the character of business owners but also enhances competitiveness and consumer trust in the digital age. Pancasila serves as a moral compass guiding business practices to remain fair, humane, and oriented toward the common good. These values are reflected in the behavior of digital SME actors in maintaining product transparency, building ethical communication, and fostering harmonious social relationships with customers and business partners. Thus, social integrity rooted in the values of Pancasila becomes a crucial foundation for the sustainability of SMEs amidst the digital economic transformation. This study opens up opportunities for further research that can examine in greater depth strategies for implementing the values of Pancasila in digital economic policies and the empowerment of MSMEs based on local wisdom in the future.

#### 5. ACKNOWLEDGMENT

The author would like to thank the supervising lecturer in Universitas Pendidikan Indonesia for guidance, support and valuable advice provided.

#### 6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article.

#### 7. REFERENCES

- Anjarini, A. D. (2025). Peran Human Adaptability, Social Capital, dan Business Innovation dalam mendukung bisnis. *Jurnal Ekonomi dan Bisnis*, 12(2), 45–59. <https://jurnal.unikal.ac.id/index.php/jebi/article/view/6927>
- Dabić, M., & Kraus, S. (Eds.). (2024). *De Gruyter Handbook of SME Entrepreneurship*. De Gruyter.
- Daskalopoulos, E. T., et al. (2024). Leveraging social capital for digital transformation: The role of bridging and bonding resources. *Journal of Business Research*, 154, 123–137. <https://doi.org/10.1016/j.jbusres.2024.03.010>
- Janah, M. N. (2024). Hubungan modal sosial dengan tingkat kinerja usaha mikro: studi kasus. *Jurnal SKPM*, 6(1), 12–29. <https://ejournal-skpm.ipb.ac.id/index.php/jskpm/article/download/1087/545/3757>
- Marczewska, M., & Weresa, M. (2024). The digital transformation of SMEs. In M. Dabić & S. Kraus (Eds.), *De Gruyter Handbook of SME Entrepreneurship* (pp. 359–382). De Gruyter. <https://doi.org/10.1515/9783110747652-017>
- OECD. (2021). *The digital transformation of SMEs*. OECD Publishing. <https://www.oecd.org/publications/the-digital-transformation-of-smes-2b3b6c89-en.htm>
- Petropoulou, A., Angelaki, E., Rompogiannakis, I., Passas, I., Garefalakis, A., & Thanasas, G. (2024). Digital transformation in SMEs: Pre- and post-COVID-19 era — A comparative bibliometric analysis. *Sustainability*, 16(23), 10536. <https://doi.org/10.3390/su162310536>
- Rahayu, R., & Day, J. (2017). E-commerce adoption by SMEs in developing countries: Evidence from Indonesia. *Eurasian Business Review*, 7(1), 25–41. <https://doi.org/10.1007/s40821-016-0044-6>
- Romero, I. (2024). Digital transformation of small and medium-sized enterprises. *Journal of Innovation & Knowledge*, 9(2), 215–228. <https://doi.org/10.1016/j.jik.2024.100378>
- Santoso, M. G., Rasenda, F., Rizal, M., Wiyana, H., & Subagja, S. N. (2025). Digitalisasi UMKM: Strategi dan model bisnis berbasis teknologi untuk keberlanjutan. *JUBISDIGI: Jurnal Bisnis Digital*, 1(1), 1–10. <https://ejournal.utmj.ac.id/jubisdigi/article/download/936/511/3471>
- Setiawan, E. (2025). Pengaruh modal sosial dan modal keuangan terhadap inovasi UMKM. *JRIMK*, 3(1), 77–92. <https://ejurnal.stimi-bjm.ac.id/index.php/JRIMK/article/download/715/248>