

## Culinary MSMEs Brand Performance and Online Market Expansion through Digital Marketing Literacy

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| Article Info                                                                                                                                                                                                                                                                                                                                                                    | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <p><b>Article History:</b><br/>Received : 21/02/2026<br/>Reviewed : 27/02/2026<br/>Revised : 06/03/2026<br/>Accepted : 04/04/2026</p> <p><b>Keywords:</b><br/>Business Branding;<br/>Digital-Based Marketing;<br/>Digital Transformation;<br/>MSMEs</p> <p><br/><b>License:</b> cc-by-sa</p> | <p>The fast pace of digital technology development forces Micro, Small and Medium Enterprises (MSMEs) to adopt digital marketing strategies in order to increase competitiveness and market reach. Besides that, some of the culinary MSMEs in Balanggar Village, Pakong District, Pamekasan Regency still use traditional marketing and have a low digital marketing literacy level so they do not have much presence on online channels and have limited access to market. Consequently, MSMEs branding activities should implement digital marketing practices to improve their branding performance and increase the development of online markets. The community service program, which was run and supported by several MSME partners, including Es Lumut Mama, implemented the ABCD (Asset Based Community Development) approach as a solution tailored to existing potential for sustainable business development. There were 15 MSME participants, and the program consisted of needs assessment, training in digital marketing, mentoring in social media management, digital content creation, branding development, utilization of marketplaces and develop a website-based online ordering system. Some milestones achieved from this program include a rebranding of the Es Lumut Mama logo, a digital product catalog, activating and optimizing 15 MSME social media accounts, as well as building a website-based ordering platform. The evaluation results showed that the participants' overall average digital marketing literacy score increased from 1.4 in the pre-test to 3.8 in the post-test on a five-point scale. In addition, 12 participants (80%) created at least three promotional contents, 10 participants (67%) created or optimized Instagram Business accounts, and 8 participants (53%) developed product catalogs through WhatsApp Business. It also tackles Sustainable Development Goal 8: Decent Work and Economic Growth, and Sustainable Development Goal 9: Industry, Innovation and Infrastructure by improving the competitiveness of MSMEs through adoption of digital technology.</p> |

### INTRODUCTION

In accordance with Law of the Republic of Indonesia Number 20 Year 2008, Micro, Small and Medium Enterprises (MSMEs) are productive businesses that are independently conducted by individuals or business entities that meet several criteria. MSMEs have a strategic role in Indonesia's economic structure because they are part of the business sector that makes a significant contribution to economic growth and labor absorption.

According to recent national statistics, the contribution of MSMEs in 2025 reached 61.9% of Indonesia's Gross Domestic Product (GDP) and absorbed 97% of the national workforce. These numbers emphasize the need to bolster MSME competitiveness, mainly through the use of digital technologies. Digital transformation, particularly by means of digital marketing has become a must-have strategy of MSMEs to overcome limited market access and approach the wider consumers in the comparatively soaring digital economy (Aghni & Anzie, 2025).

But even as they contribute to the economic growth, digital technology adoption in rural MSMEs is limited due to challenges like lack of digital literacy, training, and access. Table 1 shows the economic contribution of MSMEs in Indonesia.

Table 1. Contribution of MSMEs to the Indonesian Economy (2025)

| Indicator             | Value | Description                                        |
|-----------------------|-------|----------------------------------------------------|
| Contribution to GDP   | 61.9% | Share of national GDP generated by MSME sector     |
| Employment absorption | 97%   | Percentage of national workforce employed by MSMEs |
| Business dominance    | ±99%  | Proportion of total business units in Indonesia    |

Source: Processed from national MSME statistics (2025)

In 2020, the District of Pamekasan, East Java Province, had a high number of Micro, Small, and Medium Enterprises (MSMEs), with about 195.510 business units spread across 178 villages. On the other hand, in many rural regions in Indonesia, like Pakong District, internet access and digital literacy are still minimal, resulting in online marketing activities still being more concentrated in urban areas (Pemkab Pamekasan, 2022). For example, Balanggar Village, which developed MSMEs, especially in the culinary sector. An initial survey conducted by the community service team in 2025 found that approximately 80% of MSME actors in the village still use direct selling methods, with an average monthly turnover of IDR 5–10 million. According to the survey, the average level of digital literacy in MSME actors was 2.5 out of five; this means their ability to optimize the use of social media or marketplaces and apply a branding strategy digitally was limited. Collaborating with the village administration and culinary MSME Es Lumut Mama as its primary partner, the community service team also found that digital marketing skills and branding strategies needed to be strengthened in order to increase business competitiveness (Sulistiyowati & Rahmawati, 2024). Digital platforms can reach out and improve the performance in a previous study which remains as a major obstacle for rural MSMEs to adopt digital marketing strategy limitation digital literacy and access to digital technology (Rujitoningtyas et al., 2025).

We need an integrated empowerment approach to bridge this gap, which includes the following services: digital marketing training, brands development along with basic websites. The context for this community service program is a participatory approach by involving the village community and Es Lumut Mama MSME as the main partner on strengthening digital marketing capacity and business branding. It combines training in social media, tactics, digital content creation and marketplace utilization with improved branding through a logo redesign and developing a simple website-based ordering system. This approaches can be integrated to empower MSME stakeholders to transition towards digital marketing approaches optimally, strengthen their business identity and online presence (Wuisan et al., 2025).

According to supporting data (BPS Jawa Timur, 2023), culinary MSMEs can increase their turnover as much as 40% if they are willing to adopt digital marketing. However, only about 15% of MSMEs in rural areas utilize online platforms for promotion and sales. This gap emphasizes the need for structured mentoring programs in order to fast-track of digital transformation within rural MSMEs. So this community service activity has the purpose of (1) providing better digital literacy to MSME actors in Balanggar Village, including the potential Es Lumut Mama MSME, (2) empowering the Es Mamud Mama MSME sector business so that it can expand market reach or access through digital platforms, which indirectly contributes to improving local village economy by increasing turnover and workforce employment.

MSMEs like Es Lumut Mama, in addition to the problem of digitization, must also face the emerging threat of weak branding identity. Inconsistency in branding leads to products being less competitive and discourages new consumers from entering the digital marketplace. According to research by Andini et al. (2025), branding is essential for generating consumer trust and differentiation between MSME products and rivals, as there is an increase of up to 30% in perceived value through the use of coherent visual elements. Thus, in an effort to increase the professionalism and attraction of MSME products in Balanggar Village it is important for the MSMEs to strengthen branding through professional logo design Attractive packaging and a

continuous visual identity. Such an approach can be paired with digital marketing strategies, like proposing uniform visual templates across social media and marketplaces; these have proven to substantially increase consumers engagement. This transformation could be made possible through integrated empowerment drives, which can help local MSMEs to build strong brand identities that encourage long-term expansion in the mainstream (Dwivedi et al., 2021).

People are searching for information more often on social media and marketplaces than they are immediately engaging in transactions. As a result, MSMEs that are active on these platforms stand to benefit much more in terms of sales and effectively building customer loyalty. Interestingly, this pattern strengthens the importance of digital marketing practices as a dominant plan to please clients' networks due to culinary MSME businesses (MSMEs) which rest on product aesthetics deliverables such as Es Lumut Mama (Olanrewaju et al., 2020). Given these challenges and contextual situations, digital marketing empowerment for MSME actors in Balanggar Village is an urgent need. This would help improve competitiveness of MSMEs, contribute towards sustainable business practices and provide access to wider markets.

## IMPLEMENTATION METHOD

The implementation of the digital marketing empowerment program for MSME actors in Balanggar Village used the Asset-Based Community Development (ABCD) approach. Instead, it focuses on strengths and assets of local businesses, community networks, cooperation and support to further sustainable development. This approach stimulates active involvement of MSME actors in identifying their strengths, as well as optimizing the resources at hand to enhance digital marketing capabilities.

Each stage of program implementation was designed carefully to achieve the goals set by the program. The primary event was held at Mr. M. Saffan Azizi's residence, an MSME actor located in Balanggar Village, Pakong District, Pamekasan Regency, East Java, Indonesia, on Friday, December 5, 2025, from 09:00 a.m to 10:30 a.m. Madura region has significant local culinary potential, yet digital infrastructure limitations still constrain this location, where only 60% of households have internet access, according to Statistics Indonesia data. The program had 15 participants who were MSME owners in Balanggar Village that met the criteria. The stages that this method executes are as follows:

1. Observation Stage

The implementation process began with problem identification through direct observation at the partner's place and in-depth interviews with MSME actors, especially Es Lumut Mama owner. This observation was conducted to get an early picture of marketing conditions, level of digital literacy, and inhibiting factors faced by MSMEs in using digital technology. The root cause analysis highlighted several key problems, including poor technology literacy, lack of a formal digital marketing strategy, weak branding identity and limited digital platforms access.

2. Coordination Stage

The next preparatory stage was when the community service team coordinated with MSME representatives, including the schedule of the activity, place or venue used, and other technical requirements needed during the activity. Preparations were made for equipment and tools needed to implement the program, including a projector, laptop, internet connection, and documentation tools. Furthermore, invitation and notification was also given to MSME actors in Balanggar Village so that participants attending the activity could meet the expected targets.

3. Socialization Stage

There were two approaches to implement the activity which included counseling (theoretical session) and practical training. The counseling session focused on familiarizing participants with digital marketing, the scope of digital markets, consumer behavior and the need to go online in order to reach wider audience. It was delivered in simple and accessible language so participants with low levels of digital literacy would find it easy to comprehend the material being presented.

After the counseling process, they went through activities of hands on technical training, learning how to take product photos and videos for use on their social media accounts;

writing attention-grabbing captions or descriptions; and uploading products onto marketplace programs. This practical training was hands-on, with participants practicing directly on their own devices. No 1. Providing the implementation of digital marketing socialization programs for MSMEs in Balanggar Village in 2025, Community Service Team Faculty of Agriculture University of Madura, as described in Table 5.

#### 4. Mentoring Stage

To make sure that what was taught, participants understood and were able to apply, the field mentoring stage took place. The mentoring activities consisted of creating a business account for Es Lumut Mama, promotional content development, logo design improvement and a simple ordering website. In this stage, community service team directly guided participants dealing with technical challenges faced. The idea was to give participants more independence in logging and executing digital marketing once the program finished. The field mentoring phase also includes regular evaluations and constructive feedback to help MSME actors, especially Es Lumut Mama, continuously improve and innovate their digital marketing. With extensive technical support, business owners were able to deal with challenges like low content editing skills, poor understanding of the algorithms of social media platforms and hurdles in processing transactions online. This mentoring process will encourage MSME actors to use a digital platform to ensure business sustainability in this digital economy era.

Table 5 in No 2 depicts the execution of mentoring activities digitalization service of marketing for MSMEs cooperated with MSME actors in Balanggar Village, undertaken by Community Service Team who are affiliated from Agriculture Faculty, University of Madura 2025.

#### 5. Handover Stage

The last exercise in the activity was presentation and submission of mentoring results to MSME actors. At this point in the process participants in the program walked away with what output had been produced from the elements of assistance, which consisted of optimized business social media accounts, redesigned logos and branding elements and guidelines for implementing an online ordering solution specific to their business needs. The handover was held symbolically as a fruit of the series of digital marketing empowerment activities. It also gave encouragement tools for MSME actors to be more confident in doing digital marketing and developing their business to a wider market.

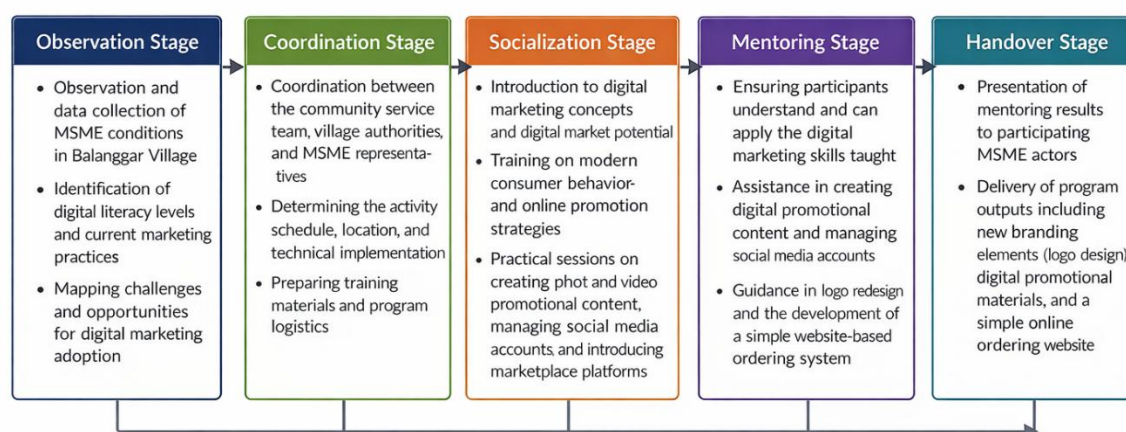


Figure 3. Flowchart of Activity Stages

## RESULTS

The results of a community service program containing digital marketing socialization and mentoring as MSME actors in Balanggar Village, Pakong District, Pamekasan Regency are described in this chapter. Results are elaborated according to the stages in the implemented method, starting from field observation, submission of socialization materials, technical training and mentoring in implementing the digital marketing strategy. Moreover, this chapter explains the

challenges faced in implementing the program and MSME actors' responses to the provided empowerment efforts.

Table 2. Demographic Profile of MSME Participants

| Variable  | Category         | Frequency | Percentage |
|-----------|------------------|-----------|------------|
| Gender    | Male             | 6         | 40%        |
|           | Female           | 9         | 60%        |
| Age       | 20 – 30          | 5         | 33%        |
|           | 31 – 40          | 6         | 40%        |
|           | >40              | 4         | 27%        |
| Education | High School      | 5         | 33%        |
|           | Diploma/Bachelor | 10        | 65%        |

### 1. Observation Stage

Based on the community service teams field observation in Balanggar Village, it was found that most of the Micro, Small and Medium Enterprises (MSMEs) actors were still at the basic level of digital literacy. The approach, albeit limited to an initial assessment via a simple questionnaire to 15 participants on how they perceive digital marketing, found a lack of knowledge in understanding of strategies to promote themselves online including algorithms behind social media and digital consumer behavior due. The average score for their overall understanding of digitla marketing was only 2.8 out of 10.

The majority of MSME players also tend to rely heavily on conventional marketing patterns, such as word-of-mouth marketing, local social networks and direct selling to the immediate surrounding community. Out of the total 15 participants who were observed in this study, only 3 participants (20%) had previously utilized social media to promote their business activity but they did so sporadically and without a coherent content plan. These constraints stemmed from low levels of digital literacy, patchy internet access and/or limited understanding about the strategic advantages of social media and marketplace platforms in general typical challenges for rural MSMEs across Indonesia.

As the core partner, Es Lumut Mama has great potential in terms of culinary product development, and its fresh-based moss drink has gone viral on social media. Lack of brand identity and content-oriented assets had made it difficult for the business to adapt to what has been established as best practices in leveraging digital marketing (Ndraha et al., 2024). The stage of observation also showed that the relationship between MSME actors and consumers was still very dependent on proximity markets or physically close consumer bases. In addition, when it comes to Es Lumut Mama, the sales are still concentrated among customers in the village and surrounding schools, which means that this business has not yet expanded its market beyond the local area.

These are typical market patterns for rural MSMEs that have not scaled up to regional consumers. According to Syah et al. (2025), rural MSMEs are more likely to be trapped in a "local market trap" because they have less access to information and do not have sufficient skills to promote their products digitally. During the observation phase, it was identified that low digital literacy as well as limited access to digital devices and dependence on third parties were some barriers to promotional activities along with fear of incorrectly operating apps and lack of understanding social media algorithms. /These results are in line with a range of rural MSME case studies where the technical embrace is stifled by a lack of digital infrastructure and an adherence to traditional business models contrasting government efforts, like National MSME Go Digital Movement programme (Saputra et al., 2023).

Moreover, business owners' lack of confidence in designing visual assets indirectly contributed to the situation and prevented good products like Es Lumut Mama from being more widely marketed. Hence, the outcomes of this observational stage form basis upon which scaled and targeted digital marketing training was designed, emphasising digital literacy, product photography, branding content development and marketplace use.

This strategy is in line with Auliya et al. (2025) who found the effectiveness of the Paseban Kawis program, which led to a statistically significant increase of +62.5% in participants' digital competency scores. This study uses a Participatory Action Research (PAR) approach to involving MSME actors in terms of implementing sustainable mentoring with the aim of building technology-based entrepreneurship ecosystem at the village. Overall, this program did not only covers existing competency gaps but also successfully equipped MSMEs in Balanggar Village to face the digital economy era by that digitalization could increase market access and income by 30% (Fuadi et al., 2021).

This finding in Balanggar Village illustrates a broader condition of Indonesian rural MSMEs where only 23% are actively digitally engage although 65 % has an awareness or recognition of digital potential, but this is essentially held back by infrastructure and literacy gaps. Relatedly, Suryadin et al. (2025) argued that the involvement of government bodies, academia and private sector can replicate successful initiatives, such as business mapping in Google maps, increasing rural businesses' visibility. These observations are ultimately reminders of the call for an integrated MSME strategy for digital transformation, not only to contribute more significantly to the national economy (Chairunnisa et al., 2025).

## 2. Socialization Stage

Socialization phase aimed to enhance participants' soundings of digital marketing concepts as well as the significance of online marketing in modern consumer behavior: At this stage, participants were stimulated to learn basic concepts related to digital marketing such as social media communication strategies and online consumer engagement as well as the content that goes into digital postings. Assessment of the effectiveness of the socialization activity was performed through a pre-test and post-test evaluation toward 15 MSMEs that are involved in the program. The test evaluated participants' literacy in three major areas: knowledge of digital marketing concepts, social media marketing skills, and digital content creation ability.

Evaluation results indicated that participants' digital marketing literacy significantly improved following the socialization activity. The difference in digital marketing literacy scores of participants before and after the training session is summarized in Table 3. This was measured on a 5 point Likert scale (1 = very low, 5 = very high)

Table 3. Comparison of Participants' Digital Marketing Literacy Before and After Training

| Indicator                                   | Pre-Test Average | Post-Test Average | Improvement |
|---------------------------------------------|------------------|-------------------|-------------|
| Understanding of digital marketing concepts | 1.5              | 3.9               | +2.4        |
| Social media marketing skills               | 1.3              | 3.7               | +2.4        |
| Digital content creation ability            | 1.4              | 3.7               | +2.3        |
| Overall Average Score                       | 1.4              | 3.8               | +2.4        |

All indicators observed were found to have dramatically improved post the socialization session (Table 3). The biggest leap was seen in participants' understanding of digital marketing concepts, which rose from an average score of 1.5 to 3.9 on a five-point Likert scale. In the same vein, participants' social media marketing skills went from 1.3 to 3.7 and their ability to create digital content improved from 1.4 to 3.7. In general, the average score rose from 1.4 at the time of pre-test until reaching a value of 3.8 in the post-test showing an abundant gain in participants' knowledge and fundamental competences regarding to digital marketing practices.

The results of the study show that during the socialization stage, MSME actors' cognitive readiness significantly improved regarding digital marketing practices. As participants opened themselves to a deeper understanding of digital platforms, they became able to realize the magnitude of social media and digital content as key strategic enablers of market expansion and product branding in the era of digital economy.

And, beyond technical constraints, interactive discussions reflected that MSME actors lacked a prior understanding of how digital consumers behave. ("And significantly, most participants didn't realize that contemporary consumers often research product information

across digital channels prior to purchasing.”) In Indonesia alone, especially Generation Z groups searching online before buying food and beverage products (Kurniawan, 2025) can be a lot to show that having digital presence is very important. In conclusion, the research shows that effective digital marketing support is needed in order for high-quality products to reach wider markets and customers.

Once attendees saw how socialization worked, they all realized that you could do digital marketing with rather basic tools (and not to mention strategies), as long as content creation and posting consistency was sufficient. On the other hand, the increased knowledge about digital marketing created more maturity within MSME actors in a way that they started to see digital marketing in an extensive view where it does not involve only showing products but rather establishing closer communication between products and customers through interactive digital platforms (Verhoef et al., 2021).

The socialization activity went very well, in which MSME actors began to shift their mindset from traditional marketing to digital-based marketing. Participants showed great interest when given case studies of other MSMEs that used digital marketing effectively to reach regional, and even national markets. Such examples inspired the participants to implement similar strategies in their own business. In addition, high-quality visuals and compelling storytelling in content creation were also being identified by those surveyed as an important aspect of engagement with customers. Creative visual content was seen as more effective in attracting consumer attention than simple or unstructured promotional posts (Ramadiansyah & Pratiwi, 2024). It was this dialogue that led to them slowly understanding that their biggest obstacle didn't stem from a lack of devices or technical know-how, but rather the absence of a clear marketing strategy.

Through the understanding of market positioning, MSME actors realized that digital content should be adjusted to the target customers' profile in the forms of language used, visual display, emphasis on values. This result is consistent with (Kotler & Keller, 2020) that employing effective digital marketing strategies depends on identifying various dimensions of market segmentation and understanding how the consumer behaves to deliver messages accurately.

In addition, the socialization activity expanded MSME actors' view on the potential reach of digital markets that can transcend geographical boundaries. Due to their rural location, participants became aware that the access they have to urban consumers (as well as customers across geographic areas) through online platforms is exceptionally attainable. This change in perspective establishes that digital marketing is more than a passing trend, but actually an essential element of improving business competitiveness.

This change of mind-set is vital to ensure the survival of MSMEs in this digital age. According to (Faturrahman et al., 2025), the determinant of successful digital adoption among MSMEs is mental readiness and understanding of the benefits offered by technology.

### 3. Mentoring Stage

Phase of mentoring becomes very important in an effort to empower MSME actors in the digital marketing process so that they can tailor knowledge by practice approach. At this stage, the mentoring team guided participants to directly practice what they would learn in preparing digital promotional content using their personal smartphones. We believed that it was not only important for participants to understand concepts of digital marketing on a theoretical level but also independently put them into action in their business activities.

In the tutorial, mentors explained to participants basic product photography for digital marketing usage through optimization of natural lighting, framing decent image composition and shooting angles that would optimistically expose product characteristics. Participants were also taught some basic techniques for making eye-pleasing backgrounds to help their products look as proper and polished as possible while displaying them through social media. As stated by (González-Varona et al., 2021), the visual presentation of products is essential to attract consumers and boost the effectiveness of digital marketing.

Participants were also trained on effective photography styles in which the product advantages, consumer benefits, and enticing calls-to-action could be presented through clear captions. They were also taught strategies to utilise relevant hashtags to increase the reach and

visibility of their content on platforms like Instagram and Facebook. Knowing how to write captions effectively and use hashtags correctly is essential in getting products more engagement and allowing them to reach target markets on a grander scale (Nuseir, 2018).

From the perspective of digital content management, the mentoring session developed participants' ability to use simple design and video editing applications (like Canva and CapCut) for creating promotional materials on their own: they learned how to produce things like digital posters, product catalogs or short promotional videos. They were also guided on business features available on social media apps such as Instagram Business and WhatsApp Business, which can help them in creating product catalogs and establishing communication with customers.

The approach taken for the mentoring was interactive where participants were led to directly practice creating the promotional content with their products from businesses. This hands-on activity also produced significant improvement in participant's practical digital marketing expertise. Of the 15 participants in the program, three to four produced content, not including their meetings and pitching (product photos, posters digitally designed, and short clips creating promotional videos). Additionally, 10 participants were able to create or optimize their Instagram Business accounts, and 8 participants created a simple digital product catalog with WhatsApp Business. The mentoring process led to the creation of some promotional materials, namely product posters, a digital catalog and short promotional videos that are used for social media marketing, for the main partner Es Lumut Mama. My next two outputs are the first part of my business structured digital marketing strategy.

Table 4. Practical Outcomes of the Mentoring Stage

| Indicator                             | Number of Participants | Percentage |
|---------------------------------------|------------------------|------------|
| Created $\geq 3$ promotional contents | 12                     | 80%        |
| Created/optimized Instagram Business  | 10                     | 67%        |
| Developed WhatsApp Business catalog   | 8                      | 53%        |

Results show that the majority of participants were able to autonomously implement digital marketing techniques proposed throughout the mentoring process, showing a marked improvement in creating material and managing their online promotional campaigns. These results are in line with (Rajagukguk & Rusadi, 2025) about the urgent need for practical mentoring to improve MSME capacity to implement digital marketing strategies effectively.

In summary, technical skill development was effectively blended with the practical implementation of digital marketing in this mentoring stage. These competences make MSMEs in Balanggar Village more ready to use digital platforms to expand their market reach and improve business competitiveness. In the long run, such initiatives enhance the local economic ecosystem while playing an important role in Indonesia's larger digital economy transformation.

#### 4. Handover Stage

The last stage of this program is the turnover of digital marketing outputs and branding improvements to MSMEs partners in Balanggar Village, especially towards Es Lumut Mama. Another important step in the series of mentoring activities, which was to transition from guided training towards independent application of digital marketing implementation by MSME actors. At this point, participants walked away with realized results from the learning and mentoring new logo designs to basic online ordering systems.

Among the key outputs of the program was a re-designed business logo coupled with an enhanced visual identity for Es Lumut Mama. Through efficient mentoring, they were guided to re-format their brand's key visual aspects including its logo structure, typeface, and color tonalities for a more corresponding and professional brand perception. Strong brand identity can increase brand equity significantly (Wardhana, 2024) as well as improve consumer trust. The newly developed logo has a brighter color palette and modern typography that better represent the product characteristics, while at the same time lifting the overall professionalism of the business image.

The re-design process identified a few shortcomings of the previous visual identity: The old logo was not representative of the product's unique character and did not articulate its distinctive value proposition to consumers. The design lacked an overall balance, typography was inconsistent and graphic approaches did not communicate well the idea of a professional brand. And in addition, the missing a visual color orientation made the logo shot on very pictorial digital media (like social networks and online marketplaces) not that attractive. It is in line with what was found by (Lestriani et al., 2024), who suggest that visual coherence of digital channels supports a strong brand image.

The mentorship process also resulted in various digital marketing collateral such as a digital product catalog, promotional posters and short promotion videos that can be used on social media. These materials were to help with continued promotions, at the same time giving a visually more attractive visual for the product in digital areas. MSMEs without a strong and consistent visual identity, according to (Andini et al., 2025), would have difficulties regarding brand recognition and unfamiliar product attractiveness on digital markets. As a result, these branding materials will build the company's positioning within the market.

Table 5. Documentation of Community Service Activities

| No | Stage               | Activity                                                    | Description                                                                                                                                                                                                                                                           | Documentation                                                                         |
|----|---------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1  | Socialization Stage | Socialization on the Digitalization of Marketing for MSMEs  | The socialization activity introduced MSME participants to basic digital marketing concepts, including social media utilization and branding strategies, delivered through interactive discussions to enhance their understanding and readiness for digital adoption. |   |
| 2  | Mentoring Stage     | Mentoring on Website Development and Business Logo Redesign | The mentoring activity focused on assisting MSME participants in developing a simple business website and redesigning their logo to improve digital presence and strengthen brand identity.                                                                           |  |
| 3  | Socialization Stage | Socialization Stage Conducted                               | This figure shows the implementation of the socialization stage, where the community service team delivered digital marketing training to MSME participants through interactive sessions.                                                                             |  |

|   |                 |                                                            |                                                                                                                                                                    |                                                                                       |
|---|-----------------|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 4 | Mentoring Stage | Mentoring on MSME Product Poster Design Using Canva        | This figure illustrates the mentoring session on designing MSME product posters using Canva, aimed at improving participants' digital content creation skills.     |    |
| 5 | Handover Stage  | Product Logo Before Redesign                               | This figure shows the original logo of Es Lumut Mama before redesign, which lacked visual consistency and a strong brand identity for digital marketing purposes.  |    |
| 6 | Discussion      | Product Logo After Redesign                                | This figure presents the redesigned logo of Es Lumut Mama, featuring improved visual elements and a more professional brand identity to support digital marketing. |   |
| 7 | Discussion      | Handover of the Simple Online Ordering Website Development | This figure shows the handover of the simple online ordering website to the MSME partner, marking the transition to independent use of digital marketing tools.    |  |

Another important outcome of this stage was the implementation of a simple online ordering system using WhatsApp Business, where customers can easily view product pages and place orders digitally. The digital product catalog formed in the mentoring process allows the business owner to showcase product variations, pricing details and special offers in a more structured and easier way. The partner MSME reported a positive response from the two mentoring activities. The new branding combined with the catalogue and online ordering system helped to make the product more visually appealing and gave them a quick thumbs up when speaking with their customers. Moreover, they stated that they felt more confident to run their own social media accounts and create digital promotion material by themselves (Hardaningtyas & Artikasari, 2022). The results of this stage are very encouraging that the digital marketing empowerment program is able to increase both digital literacy and practical marketing skills for MSME actors in Balanggar Village.

Prior to the mentoring, most MSMEs used plain product labels without a distinct visual identity and had minimal digital marketing efforts. They sold directly and advertised informally via personal WhatsApp texts. The mentoring and branding development process enabled the participating MSMEs to develop improved visual identities that are more appropriate for promotion in the digital space. In addition, the initiative also produced several marketing materials such as

product posters and brief promotional videos. In addition, the MSMEs also experienced a significant increase in their number of active digital marketing platforms from one platform (personal WhatsApp) to three platforms: WhatsApp Business, Instagram and Facebook.

The improvements seen in the branding and promotional skill level of partner MSMEs are an indication that this digital marketing empowerment program adds value. Table 6 shows the objective measurement of behavioral changes according to quantitative indicators. In particular, the table presents average (mean) values computed from 15 participants and based on real conditions used by them in digital marketing before and after the program.

Table 6. Improvement in Digital Marketing Utilization

| Indicator                                          | Before Program | After Program |
|----------------------------------------------------|----------------|---------------|
| Average number of digital marketing platforms used | 1 Platform     | 3 Platforms   |
| Average promotional content produced               | 0              | 12            |
| Average weekly promotional posts                   | 0              | 4             |
| Average digital orders received                    | 2 Orders/week  | 4 Orders/week |

Note: n = 15; values represent mean (average) of each indicator.

Table 6 clearly shows that all statistical indicators of digital marketing activity improved. MSMEs were also dependent on a single digital platform, mostly personal WhatsApp, and created little promotional content before the program. Before the mentoring sessions, only 1 digital marketing platform was used on average whereas after the sessions this increased to 3 using platforms like WhatsApp Business, Instagram and Facebook. Moreover, the number of average promotional contents produced increased significantly from 0 to 12, followed by weekly promotional posts rising from 0 to 4. Analysis showed that the average number of digital orders received doubled from 2 to 4 orders per week. The participant had acquired knowledge which he translated the next day into it practical to increase his reach and business.

The doubling of average digital orders from 2 per week pre-program to 4 post-program demonstrated not just an improvement in digital marketing practices but also a growth in output. The findings indicate the positive impact of a digital marketing empowerment program on increasing the marketing capabilities and online business performance of participating MSMEs.

## DISCUSSION

These results became the basis for the mentoring team to conduct a more modern, communicative and character-apt logo redesign of Es Lumut Mama's fresh beverage products. The redesign logo focused on the visual identity, but also took into account color psychology and typographic applicability as well as the logo's versatility in different types of digital promotional media. This redesign is anticipated to assist the MSME in portraying a more professional brand image, which would enhance consumer appeal and credibility (Triansyah et al., 2025).

Although the redesign logo in Figure 6 feels visually stronger than the previous version, it is possible to create multiple even more balanced options. Version 3 This new greater colourful design style brings the details and invigorating colours that blended in harmonize ways with modern typographic approaches which expresses better freshness & uniqueness of Es Lumut Mama beverage products. The idea was to go with something memorable, colorful and totally graphic that would give them a sense of a character so as not only to make the branding unique and distinguishable from other competitors but also to reinforce the professional tone of their business. Visuals such as glass of iced moss drink and chef character were thought through carefully.

Pre-Test and Post-Test of Digital Marketing Empowerment Program; To measure the effectiveness of digital marketing empowerment, it was assessed from participant MSME actors as many as 15 people in pre-test and post-test. The assessment asked participants to score their knowledge and understanding of digital marketing concepts on a scale of 1-10, as well as how many social media channels they had access to, and scored out of 10 the extent to which they created or planned any content in digital form Help educate people. The results show that

participants significantly improved their understanding of digital marketing, with scores rising from an average 2.8 pre-test to a score of 7.5 post-test an improvement of around 168%.

As well as the positive impact on knowledge, practical outcomes were also reported against during training sessions. A total of 12 out of 15 participants (80%) created at least three promotional digital contents using digital tools like Canva and CapCut, and all participants were able to activate and manage their business social media accounts after the mentoring process. Once the new logo and branding materials had been delivered, it was then time for Es Lumut Mama to apply the physical aspects of the updated visual identity onto their digital marketing platforms. Data shall be evaluated monthly to assess market reach and the performance of an organizations business via social whilst being boosted on site through reward schemes.

The answer shows that there has been improvement in the understanding of participants about digital marketing concept, which indicates that this program succeeded to increase the digital literate of MSME actors in Balanggar village. Most participants had little experience with digital marketing tactics and focused on traditional promotional strategies before the training. By joining the socialization and training confirmation, they were more understanding of how to use digital tools for product marketing, customer interaction, market expansion (Islamudin et al., 2025) This shift is a reflection of the developing awareness from MSME actors about the role of digital transformation in small businesses development. Conclusion: Enhancing digital literacy among rural entrepreneurs not only helps reduce the barriers to entry for emerging markets but also aligns with Sustainable Development Goal 8 today. Higher knowledge and skill translate into better competitive advantage, nurturing sustainable economic growth at local level.

Moreover, the better social media marketing skills suggest that participants learned the ability to use digital platforms like Instagram and WhatsApp Business as effective marketing. They were trained and mentored in managing business accounts, creating promotional posts, and communicating with potential customers online (Maharani & Hasibuan, 2024). These competencies allow MSME actors to increase the visibility of their products and promote them through wider consumer networks without being limited by geographical distance. These findings illustrate that the increasing fusion of technology in small-scale industries by employing digital marketing practices is conducive to Sustainable Development Goal 9: Industry, Innovation and Infrastructure, thus leading innovating and involving the current infrastructure where micro & small enterprises are concerned.

In terms of the practical implementation of the program, Es Lumut Mama was given special assistance when creating a simple online ordering website that also serves as a digital catalog (<https://sites.google.com/view/eslumutmama>). There, users can find prices and a list of products, as well as an automated order form to place orders without visiting the physical store. This project serves as a practical implementation of the digital marketing concepts presented in the training. Having a website is also an important innovation that has a competitive advantage because the number of MSMEs based in villages does not yet have similar digital facilities. Moreover, the establishment of such digital infrastructure offers the MSMEs the potential to access local, regional and national market opportunities (Kraus et al., 2022).

Moreover, the increased digital content creation ability suggests that participants learned and became more confident in carrying out promotional activities relevant to their work by producing high quality product photos, posters, and short promotional videos with simple digital tools. As such, they are a competency of high assistance in primary branding and digital engagement with content; It cannot be left behind, this factor reveals great visual creativity. The enhancement of the average score from the pre-test to post-test is a general indication that all participants have improved in their digital marketing literacy by taking part in its training program. Therefore, these findings together show not only that the knowledge of participants increases during the implementation of the program but also builds MSME actors practical ability to able use digital platform network as strategic tools in business development in digital economy era.

## CONCLUSIONS

The Implementation of the Digital Marketing Socialization, Training, and Mentoring Program for MSME Actors in Balanggar Village has successfully achieved its main goals, namely increasing digital literacy for MSME actors as well as empowering the Es Lumut Mama business

so that it can penetrate a wider market with the hope that this activity will help developing the village economy. The activities led to quantifiable improvements in participants' awareness of digital marketing principles, including how to build a brand identity, use social media and develop digital content strategies. Participants also received hands-on technical training and practical skills such as designing promotional visual contents, actively managing business social media accounts, and using digital tools to support online marketing activities. Mentor-mentee interactions had tangible deliverables like a refreshed Es Lumut Mama logo, the conception of a digital product catalog, Instagram optimization, and a rudimentary online ordering website. Such outputs strengthen the company professional image; however, they also allow it to be accessible in a much larger electronic industry. The program shows that with the right education and direction, rural MSME stakeholders have the potential to adopt digital marketing practices to improve competitiveness and business sustainability. This community service activity can improve the local economy of Balanggar Village and contribute to the development of Madura's rural MSME sector. This program also relates to the implementation of the Tri Dharma of Higher Education, especially in implementing community service dimension conducted by Universitas Madura (UNIRA), through direct empowerment of local economic actors.

Some recommendations have been made for MSME partners for sustainability. First, MSME actors are suggested to put out content on a weekly cadence (for instance, posting promotional content at least three times per week within social media platforms). Second, MSME players in Balanggar Village need to strengthen collaboration with each other through joint promotions, shared digital campaigns, or promotion of bundled products. Third, effective and sustainable utilization of digital marketing strategies needs continuous monitoring and periodic mentoring from the university and village stakeholders. Through these activities, MSMEs in the Balanggar Village are expected to maximize the use of digital platforms and gradually establish a sustainable digital business ecosystem in rural areas in Madura.

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## **ETHICAL CONSIDERATIONS**

"Not applicable" if the study does not require an ethical statement.

## **CONFLICT OF INTEREST**

The authors declare no conflicts of interest.

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## **AUTHOR CONTRIBUTIONS**

Joko Purdiyanto conceptualized the study and developed the research design. Malikah Umar, Moh. Habibur Rohib, M. Saffan Azizi. S collected and analyzed the data and prepared the tables. Abd. Wahab Syahroni and Cepryana S. Widyandanda interpreted the findings and drafted the discussion section. All authors contributed to revising and approving the final manuscript.

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