SWARNA
Jurnal Pengabdian Kepada Masyarakat
ejournal.45mataram.ac.id/index.php/swarna

Vol. 5, No. 10 October 2026
e-ISSN: 2963-184X
pp. 2718-2725

Transforming the Digital Marketing of Strawberry MSMEs in Patengan Village to Improve Product Promotion

Rinda Siaga Pangestuti[1], Luthpiyah Juliandara[2], Rianti Setyawasih[2], Ratnawita[3], Akka Latifah Jusdienar[3]
[1]Accounting Study Program, Faculty of Business, President University, Cikarang
[2]Management Study Program, Faculty of Economics, Muhammadiyah Indonesia University
[3]Management and Business Program, Faculty of Management, Mitra Bangsa University, Jakarta

Corresponding Author: hmariabeliti@gmail.com

Article History:
Received: 02-10-2026
Revised: 15-10-2026
Accepted: 27-10-2026
Keywords: *Digital Marketing, MSMEs, Product Branding, Social Media, Strawberry*

Abstract: *Strawberry farmers in Patengan Village, Rancabali District, Bandung Regency, sell most of their harvest to middlemen or local buyers, and the boxes they sell carry no logo, label, or phone number. Observations and interviews by the team found that few of them had ever used social media to promote their fruit. This community service activity introduced the farmers to digital marketing through Instagram and to the basics of product branding. The team combined observation, Focus Group Discussions (FGD), and hands-on training, using printed handouts, guided practice, and short video tutorials that were also posted to a WhatsApp group for farmers who could not attend. Nine strawberry MSME owners who came in person took the same multiple-choice test before and after the session. Correct answers went up from 75.8% to 100%, and the biggest jumps were on two questions: which platform suits photo and video content, and which Instagram feature is used for short videos. By the end of the session, participants had opened a business Instagram account, made a simple logo, and produced basic product posts. All nine said the activity was useful. The farmers now see social media as a way to reach buyers outside the village, but they will need further mentoring on content, packaging, and branding before they can depend less on middlemen.*

© 2026 SWARNA: Jurnal Pengabdian Kepada Masyarakat

INTRODUCTION

Farming, horticulture included, is a key livelihood for rural households across Bandung Regency (Azka et al., 2023), and Patengan Village in Rancabali District is no exception, being known locally as a strawberry-growing area. Online marketing has already paid off for strawberry growers elsewhere. For one organic strawberry farm in Magelang, adding a website and Instagram to its marketing proved financially feasible during the pandemic (Gandhi et al., 2022). Rural micro, small, and medium enterprises (MSMEs) need a clear digital marketing strategy if they are to move past slow growth and low sales (Sutaguna et al., 2023). A strategy of this kind can widen the market area MSMEs reach and raise the number of customer transactions, as MSMEs in other regions have already found (Anggraini et al., 2022; Solekah et al., 2023).

MSMEs carry a large share of the local economy, yet many have been slow to take up modern marketing tools. The team's preliminary visits showed that strawberry MSMEs in Patengan still sell at retail or through middlemen and make little use of digital marketing. Their packaging has no label, logo, or contact details, so buyers have nothing to remember the product by. Case studies of MSMEs that have grown in the digital era point to social media, content, search engine optimization, and data analysis as the strategies behind that growth (Birgithri et al., 2024). This program was set up to find and apply digital marketing approaches that fit strawberry MSMEs in Patengan Village, so that they could compete better and sell to a wider market.

Many MSMEs still understand and apply digital marketing poorly, and rural MSMEs in particular have given it little attention, even though it now shapes whether they can compete at all (Sutaguna et al., 2023; Folo & Airawaty, 2024). The growth of digital MSMEs has also been described as an alternative route for developing national digital entrepreneurship (Pradhani et al., 2023). Once MSMEs go online, they can sell beyond their usual area, support the economic independence of the families who run them, and sort out their business legality with help in applying for a business identification number and halal certification (Solekah et al., 2023). Online platforms remove some of the limits of distance and put products in front of more buyers. Even so, village MSMEs often find it hard to compete with products sold through online channels, partly because they have not yet used social media to market their goods (Sopian et al., 2023).

Digital marketing gives MSMEs a way around these barriers, since it puts their products online and widens their reach (Rahmat & Rofi, 2022). MSMEs that make full use of social media have also recorded clear increases in transactions and sales (Anggraini et al., 2022). The first step toward a product identity in the online market is a simple one: a label, a logo, and a contact number on the packaging. How digital media are used should also depend on how digitally literate the business owners are, otherwise the marketing message can easily go wrong (Purba et al., 2021). Training in the devices and digital tools that let owners' market more widely at lower cost is, for this reason, directly relevant to their needs (Agung et al., 2022).

Patengan MSMEs have little experience with technology or with designing social media content, which leaves them poorly placed in the digital market. Other MSMEs show what is possible: most of the culinary MSMEs studied in Cilangkap, East Jakarta, survived the pandemic by turning to digital marketing (Melania & Handayani, 2023). Training in digital marketing, particularly on social media, helps MSMEs reach a wider market and compete more effectively (Afandi et al., 2023). As competition in digital marketing and branding grows tighter, MSMEs also need the skills to produce their own promotional content (Dharomesz et al., 2023). Marketing and branding training followed by mentoring is one way to raise the competitiveness of SME products (Hidayati et al., 2018).

In an early discussion, the head of the Patengan Village Tourism Awareness Group (Kelompok Sadar Wisata, Pokdarwis) told the team that the harvest is usually sold to middlemen or retailed nearby. Strawberries are not sold in bulk or shipped to other regions, because marketing is minimal and social media has not been used to find new customers. Packaging is basic: freshly picked strawberries go into plastic boxes with no label at all. Training in social media and e-commerce has been shown to raise MSME owners' knowledge of online marketing (Gusman & Rahman, 2022). The case for this shift grows as consumption habits change and as most Indonesian MSMEs remain outside the digital ecosystem (Pujiastuti et al., 2023). During the COVID-19 crisis, going digital was the factor that did most for MSME resilience (Wibowo, 2023). This program was meant to narrow

that gap by teaching the owners about digital marketing, branding, and better product packaging, in line with the view that digital marketing strategies can strengthen the competitiveness of local MSMEs (María et al., 2024).

IMPLEMENTATION METHOD

Location, Time, and Participants

Preparation for this program started in May 2025. It was coordinated by the Institute for Research and Community Service (LPPM) of Persada Indonesia Y.A.I University as part of the 6th Collaborative Community Service Program, which involved 67 Indonesian universities and 140 lecturers and students split into 19 groups by topic and local need. In August 2025, three coordination meetings were held on Zoom with the 140 lecturers and students and 50 Patengan residents. The residents included strawberry and bandrek coffee MSME owners, members of the Family Welfare Movement (PKK), Pokdarwis members and homestay owners, integrated health post (Posyandu) cadres, community health center (Puskesmas) staff, preschool and kindergarten teachers, and members of the village youth organization (karang taruna). The on-site activity took place in Patengan Village, Rancabali District, Bandung Regency, on 12 and 13 September 2025. The village is about 183.5 km by road from Persada Indonesia Y.A.I University (Figure 1). This article reports on Group 4, which worked with the strawberry MSME owners of Patengan Village.



Figure 1. Route and distance from Persada Indonesia Y.A.I University to Patengan Village, Rancabali District, Bandung Regency

Materials and Tools

Group 4 printed handouts on marketing through Instagram and made three short, simple videos that the strawberry MSME owners could follow and keep practicing with after the visit. The team also brought presentation materials, an attendance list, pre-test and post-test questions, and a feedback sheet for participants to rate the activity.

Implementation Stages

The program ran in stages. Before the visit, a Focus Group Discussion (FGD) was held on Zoom with the 140 lecturers and students and 50 villagers, and several strawberry MSME owners were interviewed individually. Group 4 also met on its own to prepare the documents and materials. Throughout these early discussions, the team stayed in contact with Ms. Iis, who described conditions on the ground. The observation stage covered the strawberry gardens, the harvest, and packing. What the team saw was a very simple route from packing to sale. The fruit was sorted by ripeness and size and then packed in clear containers with no logo, contact number, or label of any kind.

The implementation stage consisted of a briefing followed by practice, in which participants learned to set up a basic Instagram account and to film short videos for Instagram Reels. The team gave more time to practice than to lecturing, since problem-based learning that uses social media has been shown to improve learners' product marketing skills (Sopiansah et al., 2023). The nine strawberry MSME owners who attended in person took the pre-test at this stage. The videos were then sent to Ms. Fatimah, who forwarded them to the WhatsApp group of owners who could not come. For monitoring and evaluation, the team kept in touch with the owners, especially Ms. Fatimah and Ms. Iis, to follow up on making Reels, writing hashtags, and adding labels to the packaging.

RESULTS AND DISCUSSION

Partner Profile

The partners were people who own strawberry gardens, trade strawberries, or do both in Patengan Village, Rancabali District, Bandung Regency. Their businesses are run the traditional way and do not yet have names. Their workers are neighbors and other local residents who have spare time and help with picking and packing.

Briefing on the Importance of Digital Marketing

The handouts were printed in large type, one slide per sheet, so participants could read them without difficulty. Team members sat right next to the participants so they could talk and practice together. The room was dim, and the team and participants took turns lighting it with their phone flashlights. The pre-test and post-test used the same multiple-choice questions so that any change in understanding would show. After the pre-test, the material was explained using slides printed one by one on A4 paper and handed to each participant, who could ask questions at any point.

For the nine strawberry MSME owners, the percentage of correct answers rose on every item, as shown in Table 1.

Table 1. Pre-test and post-test results of the digital marketing training participants (n = 9)

No	Question Item	Pre-test (% Correct)	Post-test (% Correct)	Increase (points)
1	Definition of digital marketing	78%	100%	+22
2	Most effective social media for visual content (photos and videos)	67%	100%	+33
3	Instagram feature for creating short videos that often go viral	67%	100%	+33
4	Function of the hashtag (#) in Instagram posts	78%	100%	+22
5	Most effective type of content for attracting buyers on Instagram	89%	100%	+11
	Average	**75.8%**	**100%**	**+24.2**

Source: Processed pre-test and post-test data, 2025

All nine participants answered every post-test question correctly, so the average share of correct answers went from 75.8% in the pre-test to 100% in the post-test. The largest gains, 33 percentage points each, were on the questions about which platform suits photo and video content and which Instagram feature is used for short videos. This is consistent with Anggraini et al. (2022), whose social media mentoring raised MSME transactions and

sales. During the pre-test, some participants asked those with personal Instagram accounts for the answers. After reading the handouts and watching the short videos, however, they understood the ideas much better. More than nine people attended, but the test results reported here cover only the nine strawberry MSME owners who were present in person. The others were Group 4 members and residents who came to listen.

Training on Creating an Instagram Account for Patengan Village MSMEs

The Instagram session began with the second video, which walked participants through opening an account with a mobile phone and phone number. The team chose this route because the owners almost never use laptops for their business. The team then showed them how to make short promotional videos that display branding elements such as a logo. By the end of the session, participants had created a business Instagram account for their strawberries. The team also used a short feedback form to find out whether participants found the activity useful. It had two multiple-choice questions that were easy to answer. Table 2 summarizes the responses.

Table 2. Participant feedback on the community service activity (n = 9)

No	Question Item	Yes	No
1	The community service activity on digital marketing through Instagram was useful	100%	0%
2	Willing to receive assistance or consultation on managing the Instagram account in the future	100%	0%

Source: Processed feedback form data, 2025

Every participant said the session on using Instagram to promote strawberries was important and useful. All of them also agreed to stay in contact so the team could help grow the account's followers, mainly through tips on content, Reels, and hashtags that might help posts go viral. This follow-up matters because the owners' digital literacy is still limited. The session also changed how participants saw social media. They had used it mostly for entertainment, and they left knowing it could help their business, whether through their phone's camera and video functions or through free design tools such as Canva.

Constraints in the Field

A few problems came up in the field. During the pre-test, some participants asked others for answers even after being told to rely on their own knowledge. More people turned up than the nine strawberry MSME owners, because neighbors joined the training and signed the attendance list. Group 4 gave them printed handouts and sent them the video tutorials by personal WhatsApp message. One more finding stood out. Owners who already had personal social media accounts had never opened a separate account for their business, so their products were barely promoted. The reason is that middlemen buy most of the harvest anyway, even though they pay less than the market price. Persuading owners that social media is worth the effort is a task that later programs can pick up. Figure 2 shows the training session.



Figure 2. Digital marketing training with strawberry MSME owners in Patengan Village

CONCLUSION AND RECOMMENDATIONS

The program in Patengan Village showed that strawberry MSME owners still struggle to use digital technology to market their products. Their digital literacy is low, their products carry no branding, and they depend on middlemen to sell the harvest. Through the briefing, training, and mentoring, participants learned what digital marketing and product branding involve and how social media, and Instagram in particular, can help them sell more. Correct answers rose from 75.8% in the pre-test to 100% in the post-test. Participants also became more aware that their businesses need to adapt to digital channels, and they produced a business Instagram account and simple product content.

A follow-up program with intensive training and regular mentoring would help the owners learn to produce creative content, use e-commerce features, and manage a business account. Strawberry MSMEs in Patengan Village should also build a clear brand identity with a logo, packaging labels, and a product tagline. The local government can help by providing facilities, promoting agrotourism, and assisting with business permits such as the Business Identification Number (Nomor Induk Berusaha, NIB) and halal certification. Simple design applications such as Canva should continue to be introduced, together with ongoing digital literacy training and support for processed products such as strawberry dodol, so that Patengan strawberries can be sold outside the region.

ACKNOWLEDGEMENTS

The authors thank President University, Muhammadiyah Indonesia University, and Mitra Bangsa University, the home institutions of the Group 4 members, for funding and for permission to join the 6th Collaborative Community Service Program organized by Persada Indonesia Y.A.I University with 67 participating universities in Indonesia. We also thank the Head of Patengan Village, Mr. Asep Kurniadi, and his wife, as well as the Patengan Village Pokdarwis, Mr. Iwan, Mr. Guntur, and Ms. Iis, for their support and cooperation during the activity.

DAFTAR PUSTAKA

Afandi, A., Amsari, S., & Hayati, I. (2023). Digital marketing training by Lazismu Medan City to increase the MSMEs competitiveness. Community Empowerment, 8(5), 676–681. https://doi.org/10.31603/ce.9122

Agung, A. S., Yudiandri, T. E., Ernawati, H., & Adianto. (2022). Literasi digital pelaku UMKM dalam upaya menciptakan bisnis berkelanjutan. Jurnal Komunikasi Pemberdayaan, 1(2), 87–103. https://doi.org/10.47431/jkp.v1i2.197

Anggraini, N. P. N., Rustiarini, N. W., & Satwam, I. K. S. B. (2022). Optimalisasi pemasaran digital berbasis media sosial untuk meningkatkan penjualan UMKM. JMM (Jurnal Masyarakat Mandiri), 6(6), 4888–4896. https://doi.org/10.31764/jmm.v6i6.11216

Azka, K. M., Rosmiati, M., & Sofiatin, S. (2023). Strategi pengelolaan program permodalan pertanian untuk meningkatkan akses permodalan petani hortikultura (Kasus Program PT. Elevarm di Kecamatan Cimaung, Kabupaten Bandung). Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis, 9(2), 1794–1818. https://doi.org/10.25157/ma.v9i2.10102

Birgithri, A., Syafira, T., & Louise, N. (2024). Analisis strategi pemasaran UMKM untuk meningkatkan pertumbuhan bisnis di era digital: Strategic analysis of MSMEs for the advancement of digital age business. Technomedia Journal, 9(1), 117–129. https://doi.org/10.33050/tmj.v9i1.2268

Dharomesz, V. Y., Adyantari, A., Sasmita, R. P. H., & Noventa, O. C. (2023). Pelatihan dan pendampingan pembuatan konten promosi di media sosial menggunakan aplikasi Canva. Jurnal Pengabdian Masyarakat Sabangka, 2(6), 308–317. https://doi.org/10.62668/sabangka.v2i06.815

Folo, Y. E. P., & Airawaty, D. (2024). E-marketing untuk UMKM naik kelas: Studi kasus di Rumah Jamu dan Seblak Ndeso Bantul Yogyakarta. Jurnal Pengabdian kepada Masyarakat Nusantara, 5(2), 2544–2549. https://doi.org/10.55338/jpkmn.v5i2.3345

Gandhi, P., Oktariza, W., & Malika, M. (2022). Kelayakan finansial pemasaran digital stroberi organik saat pandemi Covid-19 di SFI, Magelang, Jawa Tengah. Musamus Journal of Agribusiness, 5(1), 30–38. https://doi.org/10.35724/mujagri.v5i1.4987

Gusman, A. P., & Rahman, A. V. (2022). Penerapan bisnis digital pada usaha mikro kecil menengah dengan memaksimalkan peran perempuan. Majalah Ilmiah UPI YPTK, 29(1), 67–72. https://doi.org/10.35134/jmi.v29i1.111

Hidayati, R., Muslikh, M., & Nazwirman, N. (2018). Pelatihan dalam upaya meningkatkan daya saing produk UKM di Kampung Wisata Bisnis Tegalwaru Bogor. Abdimas Pedagogi: Jurnal Ilmiah Pengabdian kepada Masyarakat, 2(1), 15–20. https://doi.org/10.17977/um050v2i1p15-20

María, V., Aziz, A. F., & Rahmawati, D. (2024). Meningkatkan daya saing UMKM lokal melalui strategi pemasaran digital di era digital. OPTIMAL: Jurnal Ekonomi dan Manajemen, 4(2), 208. https://doi.org/10.55606/optimal.v4i2.3471

Melania, D., & Handayani, T. (2023). Strategi mempertahankan UMKM bidang kuliner di era digital marketing pada masa pandemi Covid-19. Jurnal EMT KITA, 7(1), 32–37. https://doi.org/10.35870/emt.v7i1.727

Pradhani, S. R., Angelin, A., & Rizki, M. (2023). Post-pandemic digital business strategy in Bana Juo Restaurant Tangerang, Indonesia. In I. Zutiasari & D. T. Kurniawan (Eds.), Proceedings of the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2023) (pp. 65–71). Atlantis Press.

https://doi.org/10.2991/978-94-6463-302-3_9

Pujiastuti, N. S., Ayu, K., & Syamsiah, S. (2023). Peningkatan kompetensi digital marketing UKM melalui pelatihan video promosi untuk komunitas UKM Kelurahan Pandean Lamper Kota Semarang. Perigel: Jurnal Penyuluhan Masyarakat Indonesia, 2(4), 16–28. https://doi.org/10.56444/perigel.v2i4.1241

Purba, M. I., Simanjutak, D. C. Y., Malau, Y. N., Sholihat, W., & Ahmadi, E. A. (2021). The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia. International Journal of Data and Network Science, 5(3), 275–282. https://doi.org/10.5267/j.ijdns.2021.6.006

Rahmat, D., & Rofi, A. (2022). UMKM berbasis digital marketing di Desa Perbawati Sukabumi. Surya: Jurnal Pengabdian Kepada Masyarakat, 4(2), 55. https://doi.org/10.37150/jsu.v4i2.1750

Solekah, N. A., Saputra, R., Rahmawati, F. D., Wahyuni, F. I., & Tarita, Y. N. W. (2023). Strengthening marketing promotion through digital marketing assistance using Google Business and business legality for MSMEs in Saptorenggo Village, Malang Regency. Community Empowerment, 8(10), 1599–1604. https://doi.org/10.31603/ce.9749

Sopian, Y., Imas, Sari, S. S., Rokayah, S., Chairunnisa, R. T., & Noviyanti, R. (2023). Analysis of UMKM product design using digital marketing for UMKM in Jambenenggang Village (KKM Group 8). Indonesian Journal of Society Development, 2(3), 205–214. https://doi.org/10.55927/ijsd.v2i3.4505

Sopiansah, V. A., Riani, D., Khoerudin, C. M., & Maryani, L. (2023). Kemampuan pemasaran produk berbasis media sosial dengan model problem-based learning. Jurnal Pendidikan Ekonomi, 16(1), 44. https://doi.org/10.17977/um014v16i12023p044

Sutaguna, I. N. T., Rijal, S., A, C. H. S., Razali, G., & Yusuf, M. (2023). Micro, small, and medium enterprises' digital marketing strategy in Cimekar Village, Bandung Regency. Brilliant International Journal of Management and Tourism, 3(1), 184–197. https://doi.org/10.55606/bijmt.v3i1.1287

Wibowo, J. M. (2023). The role of national brand "Bangga Buatan Indonesia" to support MSME resilience in COVID-19 crisis. Journal of Law and Sustainable Development, 11(8), e1324. https://doi.org/10.55908/sdgs.v11i8.1324