

Product Marketing to Increase Knowledge and Skills of ME Smoothies MSMEs in Bandar Lampung

Author ; Mahrinasari MS¹, Yuniarti Fihartini¹, Intan Lidiya Widuri¹, Khairunnisaa¹, Sri Hartati¹, Afrida Jayanti¹, Ranti Dwi Octaviani¹
Email: Intanlidiyaw@gmail.com

“Product Marketing to Increase Knowledge and Skills of ME Smoothies MSMEs in Bandar Lampung”

Copyright © 2025 by author(s) This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).
<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

The purpose of this paper is to explore the impact of community service activities in the form of product marketing digitalization on increasing the knowledge and skills of ME Smoothies MSME players in Bandar Lampung. This study aims to assist MSME players in utilizing digital media to increase competitiveness and expand market reach. The approach used is a participatory approach through a series of activities in the form of needs analysis, intensive training, and mentoring in the use of digital technologies such as social media, e-commerce, and marketing software. This activity involves MSME participants who are actively running their businesses and is evaluated through observation, interviews. The findings show that this program succeeded in improving the ability of participants in managing social media accounts and digital platforms, creating promotional content, and registering their products on food delivery services. Within one month, partners experienced a 30% increase in sales turnover as well as a significant increase in digital interactions. This study is still limited to one MSME partner and does not include a long-term evaluation of the sustainability of the use of digital technology. Nevertheless, this activity provides a real picture of the importance of digital education to improve the competitiveness of MSMEs. This program directly contributes to the empowerment of MSMEs through applicable digitalization strategies. The results of the activity can be used as a training model for other MSMEs that have limited access to technology and marketing. This activity encourages the economic independence of MSME actors and strengthens the community's adaptation to technological changes in the digital era. This approach also strengthens the position of MSMEs as drivers of the local economy.

Keywords: Digitalization, Product Marketing, MSMEs

Introduction

Micro business and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economic growth. However, a challenge faced by MSMEs today is their lack of ability to adapt to the development of digital technology. ME Smoothies MSME in Bandar Lampung, which is engaged in the production of fruit-based healthy drinks, faces a similar problem. Limited knowledge and skills in digital marketing make it difficult to reach a wider market, especially in the midst of increasingly competitive competition. This problem is exacerbated by the reliance on conventional marketing methods that are no longer relevant in the digital era.

The main challenge faced by the partners, ME Smoothies MSMEs, is their lack of understanding of the effective use of social media, e-commerce and other digital marketing strategies. This hinders their potential to increase sales, build their brand, and establish closer relationships with consumers. In this context, there is an urgent need to improve digital marketing skills for MSMEs players to be able to survive and thrive in the ever-changing market.

The main objective of this Community Service (PKM) activity is to help MSMEs ME Smoothies adopt digitalization in marketing their products. The approach used includes analyzing partner needs, intensive training on digital marketing, and assistance in applying digital-based marketing technology. Through this activity, it is hoped that partners will be able to understand and optimally utilize digital media to increase product visibility and expand market share.

The literature review shows that marketing digitization contributes significantly to the success of MSMEs. Research by Chaffey et al. (2019) emphasized the importance of utilizing social media in building sustainable customer relationships. Meanwhile, a study by Kotler & Keller (2016) shows that digital marketing strategies can increase the competitiveness of MSMEs in the global market. Based on this theoretical basis, this PKM activity is expected to have a real impact in empowering ME Smoothies MSMEs through integrated digital transformation.

Method of Study

This Community Service Activity (PKM) is carried out through several strategic stages which aims to increase knowledge and skills of marketing digitalization for ME Smoothies MSMEs in Bandar Lampung. The first stage is the identification of partner needs through interviews and observations to understand the marketing methods that have been used, obstacles faced, as well as the partners

level of digital understanding. Furthermore, training materials were compiled covering the basics of digital marketing, the use of social media, e-commerce platforms, digital content creation, and paid marketing strategies. Implementation was carried out through participatory training equipped with hands-on practice, followed by intensive mentoring for one month to help partners implement the marketing strategies that have been learned. Monitoring and evaluation were conducted to assess the success of the program based on the increase in social media visitors, sales conversion, and partners' understanding of marketing technology. The results of activities are published in a community service journal and dissemination is carried out through the UMKM forum as inspiration for other business actors. This approach is designed to sustainably empower partners with digital skills that can be used independently.

Results and Discussion

This community service activity succeeded in having a positive impact on increasing the knowledge and skills of marketing digitalization for ME Smoothies MSMEs in Bandar Lampung. The results of the training show that partners have an increased understanding of related to digital marketing strategies, the use of social media, e-commerce platforms, and registration in food delivery service applications. Prior to this activity, partners only used traditional marketing methods such as word-of-mouth promotion and limited distribution around the local neighborhood. After the training, partners began to actively utilize social media such as Instagram and WhatsApp Business to promote MSME products.

Table 1.
Composition of the Service Team Roles and Responsibilities

No	Name	Roles and Responsibilities
1	<u>Intan</u> <u>Widuri</u>	Lidiya Lead and design the service plan, and be fully responsible for the implementation of activities, analysis, and preparation of reports.
2	<u>Ranti</u> <u>Oktavian</u>	<u>Dwi</u> Being the deputy team coordinator with a focus on preparation, literature research, communication with MSMEs, training materials, and mentoring for MSMEs.
3	<u>Sri Hartati</u>	Responsible for mentoring activities, providing training materials, and carrying out the interview process as a form of evaluation of the impact of service to MSMEs.
4	<u>Afrida Jayanti</u>	Responsible for mentoring activities, providing training materials, and managing the process of creating Social Media and ECommerce Accounts.
5	<u>Khairunnisaa</u>	Play a role in training preparation, literature research, monitoring, evaluation, and conducting interviews to document experiences and feedback from MSMEs. In addition, assist in the preparation of report documents and visual documentation of activities.

Conclusion

This community service program succeeded in increasing the knowledge and skills of ME Smoothies MSMEs in Bandar Lampung in adopting marketing digitalization strategies. Through intensive training and mentoring, partners are able to utilize various digital platforms, including social media, e-commerce, and food delivery service applications such as GoFood, Shopee Food, and GrabFood. The results of the activities show that partners have improved their ability to create attractive promotional content, register products on digital platforms, and manage marketing independently. Marketing digitization has proven to be able to expand market reach and increase MSME sales turnover, with sales growth of up to 30% in one month. However, challenges such as time constraints and advanced technical knowledge still require attention through further training and the provision of practical operational guidelines. This activity shows that the implementation of marketing digitalization is a strategic step for MSMEs to compete in a wider market, while supporting local economic empowerment in the digital era. This program is expected to become a replicable model to support other MSMEs in Bandar Lampung and surrounding areas.

Acknowledgements

Praise be to God Almighty for His abundance of grace and gifts so that community service activities and the preparation of this report can be completed properly. We express our deepest gratitude to ME Smoothies MSMEs in Bandar Lampung as service partners, who have given trust and actively participated during the training and mentoring process. The commitment and enthusiasm of MSME players are the main factors for the success of this activity.

Our gratitude also goes to the Faculty of Economics and Business, University of Lampung, especially the Master of Management Study Program, for the moral support, facilities, and opportunities provided to carry out this service activity as part of the implementation of the Tri Dharma of Higher Education. We also thank all members of the service team: Intan Lidiya Widuri, Ranti Dwi Oktavian, Sri Hartati, Afrida Jayanti, and Khairunnisaa, for their cooperation, dedication, and contribution in designing, implementing, and evaluating the entire series of activities to the maximum. Hopefully this activity can provide real benefits for MSME partners, inspire other business actors, and encourage the sustainability of digital-based community economic empowerment programs.

References

- Ascharisa Mettasatya Afrilia. (2018). Digital Marketing as a Communication Strategy. *Jurkom, Communication Research* 1 (1). Page 147-157.
- Purwana ES, Dedi, Rahmi, Aditya, S. (2017). Utilization of Digital marketing for Micro, Small, and Medium Enterprises (MSMEs). *Journal of Madani Community Empowerment (JPMM)* 1 (1). 1-17.
- Purwana ESD, Rahmi, Aditya S. (2017). Utilization of Digital marketing for Micro, Small, and Medium Enterprises (MSMEs) in Malaka Sari Village, Duren Sawit. *JPMM*. 1(1). doi: doi.org/10.21009/JPMM.001.1.01.
- Rachmawati, Fitri. (2018). Application of Digital marketing as an Integrated Marketing Communication Strategy for Small and Medium Enterprises (SMEs) Products of Surabaya Economic Heroes. Thesis: Sunan Ampel Surabaya State Islamic University, Faculty of Da'wah and Communication, Department of Communication, Communication Science Study Program. Surabaya.
- Ridwan, Iwan Muhammad. et al. (2019). Application of Digital marketing as an increase in marketing at UKM Warung Angkringan "WAGE" Bandung. *BSI ABDIMAS JOURNAL (Journal of Community Service)* Vol. 2 No. 1 February 2019, Page. 137-142. E-ISSN: 2G14- G711.
- Wardana, Aditya. (2018). Digital marketing strategies and their implications for the competitive advantage of SMEs in Indonesia. *Proceedings of the National Seminar: Finance and Business Forum IV, Th 2015*. ISBN: 978-G02-17225-4-1.