

The Implementation of Digital Marketing As A Marketing Strategy for MSMEs in Bandar Lampung (Buonopasta: Pasta With Local Flavor)

Author : Mahrinasari MS¹, Yuniarti Fihartini¹, Dewiana Sari Utami¹, Ledi Cahaya Sibuea¹, Elvin Agustian-da¹, Farhatun Fitriyana Sofa¹
Email: dewianasari02@gmail.com

“The Implementation of Digital Marketing As A Marketing Strategy for MSMEs in Bandar Lampung (Buonopasta: Pasta With Local Flavor)”

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

Buonopasta MSME was established in 2016 in Bandar Lampung by developing digital-based marketing. This business produces a various types of pasta with distinctive local flavors, which adds to the uniqueness of the business. However, along the way, Buonopasta faced challenges, especially in term of market market expansion due to limited knowledge about digital marketing. Therefore, we carried out community service activities, including digital marketing training, promotional video production, and assistance in implementing online marketing strategies. Through this program, Buonopasta learned to leverage social media platforms like Instagram and TikTok to reach a wider consumer bases. This has result in improved understanding of digital marketing the owners, increased content creation, and social media followers. This community service uses interview, observation, and documentation techniques with Buonopasta's owner. This program shows that practical training and mentoring significantly help MSMEs adapt to the digital era and improve competitiveness.

Keywords: MSME, Digital Marketing, Pasta, Community Service, Social Media

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's current economy. MSMEs are one of the pillars of the national economy as they account for approximately 99% of all business units in Indonesia. In addition, according to data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, MSMEs contribute more than 60.51% to Indonesia's GDP and absorb nearly 97% of the total workforce in the country. This indicates how vital this sector is to the national economy.

In the digital and globalization era, MSMEs possess advantages in flexibility, creativity, and the ability to adapt to market demands. They also play a vital role in enhancing innovation and entrepreneurship across Indonesia, promoting equitable economic development in various regions. Furthermore, this sector has great potential to contribute to national exports, particularly in craft and regional food products. With appropriate support from the government and private

sectors, MSMEs can become a key driving force in Indonesia's economic transformation toward becoming a developed nation.

Bandar Lampung, as one of the largest cities in Lampung Province, has a significant market potential. One of the MSMEs located in Bandar Lampung is *Buonopasta*. *Buonopasta* is a local MSME that focuses on the production and sale of various pasta products with distinctive and high-quality flavors. Armed with innovation in creating products that align with the local community's preferences, this MSME not only manages to meet the needs of the local market but also strives to expand its reach to a broader market.

The uniqueness of *Buonopasta* lies in the use of quality ingredients and processing techniques that uphold the authenticity of Italian taste while adapting it to the Indonesian palate. The presence of *Buonopasta* in the city is not only a symbol of creative entrepreneurship but also contributes to driving the local economy by empowering labor and utilizing local raw materials.



Picture 1. Buonopasta Bandar Lampung Logo

Buonopasta was established in 2016 in Tanjung Karang Pusat District, Bandar Lampung. The name "*Buonopasta*" itself is derived from the Italian language, meaning "delicious pasta." It was initially founded by five high school students as part of an entrepreneurship assignment from their school. Starting by making pasta based on YouTube videos, they began to create and develop their own pasta recipes. In the early stages, sales were conducted through a Pre-Order (PO) system among school friends. Eventually, they started selling their products at various bazaars organized by private institutions and local governments. Over time, *Buonopasta* began to gain recognition and popularity among the people of Bandar Lampung. They later expanded their marketing reach by opening a small outlet in the city center. Flavor innovations and the development of pasta varieties became the keys to their success in maintaining and expanding their customer base. Along with increasing demand, *Buonopasta* began to develop an online marketing strategy through social media and e-commerce platforms to reach a broader audience.

They also began collaborating with local Event Organizers (EO) and Wedding Organizers (WO) to provide high-quality fresh pasta as side dishes at various events. Moreover, *Buonopasta* organized cooking classes and pasta-making workshops to enhance customer engagement and strengthen their position as pasta experts in Bandar Lampung.

However, in running their business, *Buonopasta* also faced several challenges. Increasing competition—both from fellow MSMEs and from larger companies with more resources—posed its own challenge, which required ongoing

strategy and innovation. To address this growing competition, *Buonopasta* continued to improve the quality of its products and services by innovating recipes and using premium raw materials. They also actively participated in culinary exhibitions and local food festivals to expand their network and obtain direct feedback from customers. Despite the obstacles faced, *Buonopasta* has continued to demonstrate resilience and an exceptional ability to adapt. Innovation in products and services has been the key for *Buonopasta* to remain relevant and competitive. *Buonopasta* has added new menu items and modified existing products to meet the changing demands of the market. They continuously improve the quality of raw materials and production processes to ensure consistency in the taste and texture of their pasta. These efforts not only help *Buonopasta* survive in the face of competition but also open opportunities to expand their market share and increase customer loyalty.



Picture 2. Various Pasta Menus at Buonopasta

Buonopasta is also a member of an association or business group in Lampung Province. This association serves as a platform for its members to share information about business operations, locations to purchase more economical and quality raw materials, upcoming events, and other business-related matters. The association not only enhances the competitiveness of MSMEs but also fosters a stronger and more resilient business ecosystem. Through close cooperation, MSMEs can support one another in dealing with the complexities and dynamics of the market. Furthermore, collaboration among MSMEs also opens opportunities for joint innovation and product development to meet increasingly diverse consumer needs.

Literature Review

The main focus of this community service was the utilization of digital marketing in business development. Business actors use digital marketing with relevant and attractive content to promote their products through images, videos, and high-quality blog posts that influence potential consumers to choose the desired product (Armutcu et al., 2023). Digital entrepreneurship strategically leverages digital resources, including the internet, social media, mobile devices, and e-commerce, to identify and seize entrepreneurial opportunities (Modgil et al., 2022). Thus, through digital marketing, MSMEs make use of social media to promote their products. Social media has quickly emerged as one of the most effective resources for entrepreneurs, as it allows them to connect with potential customers quickly and easily, engage in two-way conversations, and solicit feedback and suggestions regarding their products and services online (Genoni et al., 2020). Social media marketing is also a cost-effective and simple method for reaching customers (AlAwadhi & Al-Daihani, 2019). Platforms such as social media have transformed how people interact and have become increasingly popular among developing businesses as a tool for marketing efforts (Blomqvist, 2022).

Method of Study

The method used in this community service activity for Micro, Small, and Medium Enterprises (MSMEs) involved preparatory coordination to identify the potential of *Buonopasta* and the provision of digital marketing information

through direct practical assistance in promoting the MSME's products. Marketing is a social and managerial process by which individuals or organizations strive to meet needs and wants by creating, offering, and exchanging value (Kotler and Keller, 2016). This activity was carried out over the course of one (1) month, specifically during December 2024. Information regarding *Buonopasta* was obtained through direct interviews with the owner. Primary data is data gathered from the original source, either from individuals or personal observations such as interviews (Husein Umar, 2002). In this community service, the primary data involved information regarding the marketing methods used by the business owner of *Buonopasta* in promoting their products, which was obtained through interviews, observations, and documentation.

Interviews are a data collection technique used when researchers aim to conduct preliminary studies to identify issues for research or when they wish to obtain more in-depth information (2008). In this activity, interviews were conducted by posing various direct questions to the respondent, namely the owner of *Buonopasta*. The documentation method was used as a complementary tool to obtain information in the form of documentation, such as the condition of the *Buonopasta* location and which menu items could be utilized as promotional media to attract market segments.

Observation is a data collection technique carried out through direct observation, accompanied by systematic recording of the observed phenomena. Observation is defined as a method of collecting data by directly observing news or events in the field. In this study, the observation method was applied by conducting a site visit to *Buonopasta* to observe its overall conditions and to directly witness the marketing methods they employed.

Results and Discussion

Community service with the theme "Digital Marketing for MSMEs" was implemented through several stages, namely: the preparation and introduction phase of digital marketing to *Buonopasta*; the promotional video creation phase; and the implementation and evaluation phase. This program aims to enhance the knowledge and skills of MSME actors in utilizing digital technology as an effective marketing medium.

3.1 Preparation and Introduction to Digital Marketing

The initial stage began with identifying the needs of the MSME that partnered in this program. This stage took place on November 26, 2024, with a visit to *Buonopasta* located in Bandar Lampung. The selected MSME is a small culinary business facing challenges in expanding its market due to a lack of knowledge about digital marketing. Through observation and interviews, it was revealed that the partner was unfamiliar with the concept of digital marketing and effective content strategies to reach consumers via digital platforms.



Picture 3. Introduction to Digital Marketing

The introduction of digital marketing began with basic training or the provision of digital marketing information, including an explanation of the importance of digital presence for MSMEs, especially in the post-pandemic era. The training materials included an overview of various digital platforms such as social media (Instagram, Facebook, TikTok), marketplaces, and websites. In addition, participants were taught how creative content-based marketing strategies could help increase consumer engagement. MSMEs were also provided with insights into social media algorithms, business account management, and creating engaging content.

3.2 Promotional Video Production Phase

The second stage involved training on video production as one of the main media in digital marketing strategies. This stage was conducted on December 12, 2024, during which the video recording process took place. The training included various technical aspects such as filming techniques, lighting, and video editing using simple and accessible applications. MSMEs were shown examples of promotional videos tailored to their business characteristics, such as product-making tutorials, customer testimonials, or short videos showcasing the uniqueness of the business.



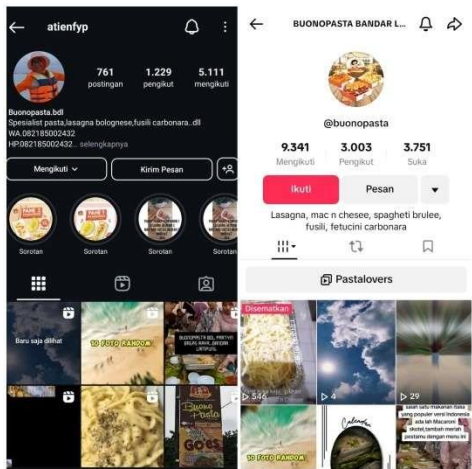
Picture 4. The Process of Creating a Promotional Video

During the process of creating promotional videos for *Buonopasta* products, partners were encouraged to practice video production independently. Resource persons provided guidance on using basic tools like smartphones and making use of available props to create appealing results. MSMEs were also taught how to add visual elements such as text, logos, and background music to enhance the video's attractiveness—one of the methods being to follow or adapt to trending content popular among consumers.

3.3 Implementation and Evaluation Phase

The final stage involved the implementation and evaluation of the promotional videos created by *Buonopasta*. In this phase, the partner presented the promotional video results to the community service team to receive feedback and suggestions. The completed videos served as one form of product promotion for *Buonopasta*, with the goal of increasing brand awareness among a wider audience. The dissemination of video content was done via *Buonopasta*'s social media platforms, specifically Instagram and TikTok, using the following links :

<https://www.instagram.com/reel/DECervlxxREQOiNG1RaZzKbqVZW-of7CODV2nA0/?igsh=MXF1Zmk3bWt1ZW8xbA==>



Picture 5. Buonopasta Social Media

Several challenges were encountered during the video production process, such as a lack of understanding of editing techniques or technical issues with devices. These were addressed and discussed in depth to find solutions. After evaluation, the team provided assistance in optimizing the videos—for instance, adjusting video duration to better suit certain platforms, improving sound quality, and enhancing branding elements. Additionally, the team advised on video distribution strategies, such as choosing the right time to upload and using paid advertising features on social media to reach a larger audience.



Picture 6. Delivery of Buonopasta Product Promotional Video

The results of this program indicated an improvement in *Buonopasta* understanding of digital marketing concepts and their technical skills in creating promotional video content. *Buonopasta* succeeded in producing promotional videos that were attractive and relevant for social media publication. The initial impact observed included an increase in followers and consumer engagement on the MSME's social media accounts.

Conclusion

Buonopasta utilized digital marketing strategies that significantly aided in developing their business. By leveraging digital platforms such as social media, online marketplaces, GoFood, and GrabFood, *Buonopasta* was able to reach more

consumers—even those outside their local area—and increase sales through online food delivery services. Moreover, marketing strategies that involved creative content—such as product photos, promotional videos, ratings, and discount offers—proved effective in attracting consumer attention. Although MSME actors initially encountered technical obstacles, practical and applicable training helped boost their confidence.

The main challenges that should be considered in future similar programs include tailoring training materials to participants' digital literacy levels and ensuring the provision of adequate supporting tools. Overall, this program made a positive contribution in empowering MSMEs to compete in the digital era, while also opening up opportunities for small business actors to access wider markets through digital technology. Therefore, MSMEs need to take advantage of digital marketing to optimize business growth in the current digital era. Keeping up with developments and advancements in the use of social media or digital marketing as promotional media is essential in marketing products. In conclusion, digital marketing has proven to be an effective and relevant solution to help *Buonopasta* compete in the digital era.

For future research, it is recommended that the scope of the study be expanded by involving more than one MSME, so that the results obtained can provide a more comprehensive and representative overview of the general conditions of MSMEs. In addition, a quantitative approach through the distribution of questionnaires to MSME actors and consumers can be considered in order to obtain more measurable data regarding the effectiveness of digital marketing strategies. Future studies may also focus on analyzing the long-term impact of digital marketing implementation on increasing revenue, customer loyalty, and brand reinforcement. It would also be beneficial if future research compared conventional marketing strategies with digital marketing to gain a comprehensive understanding of the advantages and limitations of each approach. Furthermore, it is important to examine more deeply the engagement of consumers with digital content presented by MSMEs and how such engagement may influence purchasing decisions and customer loyalty.

for the owner of *Buonopasta*, it is suggested to continue and enhance consistency in implementing digital marketing practices. The use of social media platforms such as Instagram and TikTok should be carried out in a planned manner, with a regular content posting schedule and attention to the quality of visuals and messaging. The business owner should also consider using paid advertising features on digital platforms to reach a wider market. Moreover, evaluating the performance of published content using insight features can help identify which types of content are most appealing to the audience, allowing marketing strategies to be adjusted with precision. On the other hand, establishing collaborations with local culinary influencers or fellow MSME entrepreneurs could be an effective strategy to enhance the visibility and credibility of the brand. Lastly, it is strongly recommended that the business owner continuously improve the capacity of human resources through advanced training, both in digital marketing and business management, so that the business can develop sustainably and remain adaptive to market changes.

Acknowledgements

We would like to express our sincere gratitude to the Lecturer of Digital-Based Marketing Management at the University of Lampung for granting us permission to carry out this community service program. Our heartfelt thanks also go to Buonopasta for allowing us to implement this community engagement program with their participation. We extend our appreciation to all parties who have contributed and supported the successful execution of community service activity.

References

- AlAwadhi, S., & Al-Daihani, S. M. (2019). Marketing academic library information services using social media. *Library Management*, 40(3/4), 228–239. <https://doi.org/10.1108/LM-12-2017-0132>
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240, 104025. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Blomqvist, A. (2022). I want to Be an influencer, too! Creating a business in social media. Master's Thesis, Laurea University of Applied Sciences. https://www.theseus.fi/bitstream/handle/10024/750236/Blomqvist_Anna.pdf?sequence=2.
- Ekon.go.id. (2024, 22 Juli). Menko Airlangga: Pemerintah Dukung Bentuk Kolaborasi Baru agar UMKM Indonesia Jadi Bagian Rantai Pasok Industri Global. Diakses pada tanggal 20 Desember 2024, dari <https://www.ekon.go.id/publikasi/detail/5885/menko-airlangga-pemerintah-dukung-bentuk-kolaborasi-baru-agar-umkm-indonesia-jadi-bagian-rantai-pasok-industri-global#:~:text=Jakarta%2C%202022%20Juli%202024,total%20tenaga%20kerja%20di%20Indonesia>
- Ekon.go.id. (2022, 01 Oktober). Perkembangan UMKM sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah. Diakses pada tanggal 20 Desember 2024, dari <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>
- Husein Umar, *Research Methods in Finance and Banking*, Jakarta: PT Gramedia Pustaka Utama, Cet ke-2, 2002, hlm. 82.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*, 15th Edition, Global Edition, Pearson Education Limited, England.
- M.E. Genoni, et al., *Losing Livelihoods*, vol. 1, World Bank, 2020. https://doi.org/10.1596/34449.Other_papers
- Modgil, S., Dwivedi, Y.K., Rana, N.P., Gupta, S., Kamble, S., 2022. Has Covid-19 accelerated opportunities for digital entrepreneurship? An Indian perspective. *Technol. Forecast. Soc. Chang.* 175, 121415. <https://doi.org/10.1016/j.TECHFORE.2021.121415>
- Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Bandung : Alfabeta, 2008, hlm.137