

# Implementing Digital Marketing To Enhance The Effectiveness Of Automotive Service MSMEs Shine Pro Auto Protection

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## Abstract

Shine Pro Auto Detailing is an MSME operating in the automotive maintenance services sector, specifically interior-exterior detailing and ceramic coating. Established in 2022 in Bandar Lampung, Shine Pro has gained public attention through digital marketing based on video content and premium service positioning. However, the business faced challenges in creating consistent marketing strategies and building customer loyalty.

This community service activity aimed to provide direct assistance to Shine Pro through digital marketing training, development of a membership service system, and social media optimization strategies to strengthen its positioning as a pioneer in content-based professional detailing in Lampung. The methods used include observation, interviews, documentation, benchmarking, and practical implementation.

The results indicate a significant increase in content quality, customer service systems, and social media engagement. Total Instagram views reached 310,655, with 138,508 accounts reached—up from only 50,249 views and 22,938 accounts previously. This confirms the substantial impact of contextual, structured digital marketing approaches on improving MSME promotional effectiveness

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

## Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in Indonesia's economy. According to the Coordinating Ministry for Economic Affairs, MSMEs contribute over 60% to the national GDP and absorb about 97% of the workforce. Beyond acting as economic complements, MSMEs are vital pillars for equitable growth, inclusivity, and innovation, especially in the face of digital disruption and globalization.

The COVID-19 pandemic catalyzed a consumer behavioral shift toward digital platforms—social media, e-commerce, and search engines. Thus, digital marketing has become a crucial survival tool for MSMEs to remain competitive, broaden their reach, and build customer loyalty. Nevertheless, many MSMEs in regional areas struggle to implement digital strategies due to knowledge gaps, limited resources, and lack of technological infrastructure.

The global automotive service and detailing industry has also grown significantly, driven by rising private vehicle ownership and increased consumer awareness of aesthetic car maintenance. Grand View Research (2023) reported a CAGR of 5.5% in the global detailing market until 2030, while Indonesia's Gaikindo cited over one million new car sales

annually. This presents vast potential for after-sales services like detailing. Content-driven marketing is now central in this industry. We Are Social (2024) reported that 78% of Indonesian users engage more with short videos, especially “before-after” or testimonial formats—an opportunity for service providers like Shine Pro to showcase their quality visually and build trust. Shine Pro Auto Detailing, founded in 2022 in Bandar Lampung, has gained early traction through high-quality visual content. However, the business faces challenges including inconsistent content output, the absence of customer retention systems (e.g., memberships), and lack of data-driven strategy. This community service program aims to strengthen Shine Pro's digital marketing capabilities via training, customer database (CRM) integration, and content development aligned with Instagram algorithms. It serves as a model for other service-based MSMEs to transform digitally and sustainably.

## Literature Review

The development of digital marketing has revolutionized the business landscape, particularly for Micro, Small, and Medium Enterprises (MSMEs) seeking competitive advantages in saturated markets. According to Kotler and Keller (2016), marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. In the digital age, this process has become increasingly efficient and scalable due to the accessibility of online tools and platforms. Digital marketing enables MSMEs to promote their products and services beyond geographical limitations while maintaining low promotional costs. AlAwadhi and Al-Daihani (2019) stated that social media platforms such as Instagram and Facebook are among the most cost-effective and impactful tools for MSMEs, allowing them to engage in two-way communication with consumers and to build brand communities. Furthermore, Armutcu et al. (2023) emphasized that relevant and engaging content—particularly in visual or video formats—can significantly influence consumer behavior and brand perception.

In the context of customer retention and relationship management, Modgil et al. (2022) introduced the concept of digital entrepreneurship, which strategically utilizes digital resources to identify opportunities and implement customer-centric solutions. The use of basic CRM (Customer Relationship Management) tools such as WhatsApp reminders, digital transaction records, and membership programs are among the low-cost strategies MSMEs can adopt to improve customer lifetime value. The effectiveness of video content, especially short-form formats like Instagram Reels or TikTok, has been widely discussed in recent literature. Blomqvist (2022) demonstrated that reels with storytelling or before-after transformations result in higher viewer retention, increased engagement, and stronger emotional connections. This is particularly relevant to service-based MSMEs, where visualizing the process and results of the service builds trust and credibility.

From an implementation standpoint, Suryanto et al. (2022) found that MSMEs who underwent digital content training programs experienced a minimum 25–30% increase in account reach and interaction. The results were even more pronounced when MSMEs adapted content to fit platform algorithms, optimized posting schedules, and utilized audio trends. These findings were supported by Aditya and Nurhayati (2020), who concluded that digital marketing strategies aligned with platform features (e.g., hashtags, trending music, visual consistency) can accelerate MSME branding efforts within a short timeframe. Moreover, Pratiwi and Hendrawan (2021) highlighted the importance of visual identity and aesthetic branding for MSMEs. Through participatory community programs, they found that empowering MSMEs to create structured, attractive digital content not only increased visibility but also helped standardize their marketing identity across platforms. In summary, prior research collectively supports the idea that MSMEs can significantly improve their promotional effectiveness and customer management through the adoption of structured digital marketing approaches. The integration of short-form video, personalized content strategies, and basic CRM systems form the foundation of a successful digital transformation for small service-based enterprises.

## Method of Study

This community service program was conducted using a qualitative descriptive approach with participatory action as the foundation. The objective was to directly assist an MSME in the automotive service sector—Shine Pro Auto

Detailing—by providing digital marketing training and implementation support aimed at improving their promotional effectiveness and operational structure. The activity was carried out over a one-month period in December 2024, with Shine Pro Auto Detailing in Bandar Lampung serving as the community partner. The study utilized three main data collection techniques: interview, observation, and documentation. Primary data was obtained through direct interviews with the business owner to understand their current marketing practices, pain points, and level of digital readiness. This method follows the principle that qualitative interviews allow researchers to gain in-depth understanding from a small number of respondents (Sugiyono, 2008). Open-ended questions were used to explore both operational and promotional challenges faced by the MSME. Observation was conducted on-site to examine the actual business environment, daily operations, and promotional workflow. Observational data allowed the research team to evaluate the MSME's service delivery, customer handling, and current digital presence—especially their Instagram activities—based on visual, behavioral, and content criteria. Documentation involved collecting and analyzing visual materials such as Instagram account insights, content designs, customer databases, and membership flyers. These documents served as supporting evidence for baseline and post-intervention comparisons, enabling the team to evaluate the effectiveness of the digital marketing strategies implemented.

The digital marketing intervention included the following steps:

- Evaluating the Instagram algorithm performance (reach, engagement, content types);
- Designing content strategies that utilize short-form videos (Reels), trending audio, and visual transformation formats (before–after service showcases);
- Introducing a structured membership system with bundled pricing to improve customer retention and repeat transactions;
- Creating a basic CRM system using Google Sheets to track customer history and enable follow-ups;
- Analyzing Instagram insights before and after the intervention to determine marketing impact.

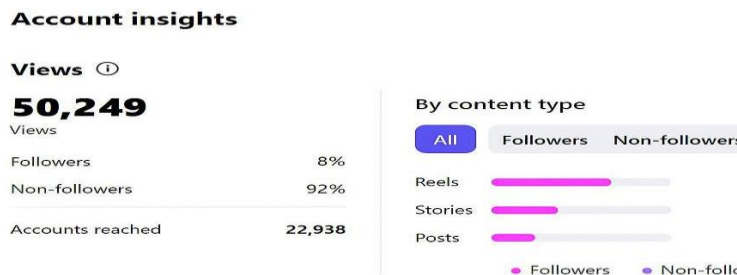
In alignment with Modgil et al. (2022), this method strategically applied digital entrepreneurship principles by using social media and content tools to develop a customized transformation strategy for the MSME partner. The data was analyzed descriptively to highlight patterns, progress, and key results throughout the mentoring process.

## Results and Discussion

The implementation of digital marketing strategies at Shine Pro Auto Detailing yielded significant improvements in terms of brand exposure, customer engagement, and marketing system structuring. The intervention focused on optimizing Instagram content strategies, introducing membership packages, and implementing basic customer tracking (CRM). These efforts were measured using comparative analysis between account performance data before and after the digital marketing intervention.

### Instagram Account Performance

Before the implementation, Shine Pro's Instagram account had moderate visibility. As shown in the pre-intervention insight, the account had:

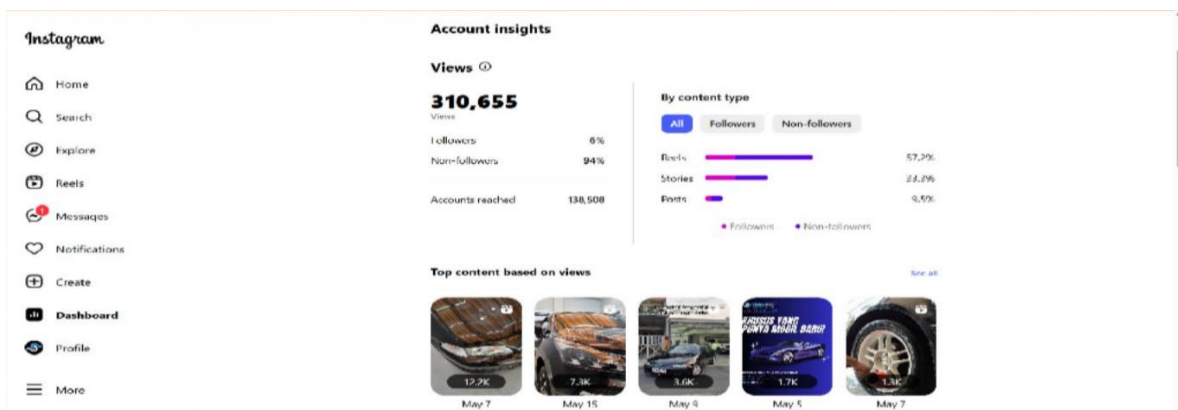


Picture 1, Instagram Account Insight Before Digital Marketing

- Total content views: 50,249
- Accounts reached: 22,938
- Reels contribution: 40.7% of total views
- Stories contribution: 43.1%
- Posts contribution: 16.2%

These numbers indicated that while the account had a solid visual base, the lack of strategic content alignment and algorithm optimization limited the reach and virality potential.

After one month of strategic content deployment specifically optimized video reels, aesthetic transformation showcases, and storytelling captions performance metrics increased drastically. As per the post-training insights:



Picture 2, Instagram Account Insight After Digital Marketing

- Total content views increased to 310,655 (an increase of more than 500%)
- Accounts reached rose to 138,508 (an increase of over 500%)
- Reels dominated content visibility at 57.2%, reflecting the audience's high engagement with video content
- Stories accounted for 33.3% and posts dropped to 9.5%, emphasizing that short-form video is more effective than static visual content
- A significant 94% of viewers were non-followers, indicating the content's strong performance on the Instagram algorithm's Explore feature

These results are consistent with the findings of Armutcu et al. (2023), who emphasized that engaging video content significantly influences consumer decision-making processes. The virality of Shine Pro's reels some reaching over 12,000 views organically demonstrated the emotional resonance and visual appeal that detailing services can offer through digital storytelling.

### CRM and Membership System Implementation

Alongside content strategies, Shine Pro adopted a simple customer tracking system using Google Sheets to log names, contact details, service history, and follow-up schedules. This CRM foundation enabled Shine Pro to:

- Send reminders for coating maintenance appointments
- Segment repeat customers for upselling
- Track conversion from social media engagement to actual service bookings

A three-tiered membership system (Basic, Intermediate, and Platinum) was also introduced, offering bundled services at discounted prices. Customers responded positively, with early adoption indicating:

- 17% of transactions during the implementation period came from repeat customers

- Higher upfront payments through membership packages increased cash flow stability
- Loyal customers began referring Shine Pro to their networks via Instagram mentions and word-of-mouth

This aligns with Modgil et al. (2022) who argue that digital entrepreneurship is not just about visibility, but about leveraging digital tools for customer lifecycle management.

### Business Positioning and Branding Enhancement

Post-intervention, Shine Pro successfully shifted its market positioning from a conventional detailing service to a content-driven automotive care brand. Its updated Instagram profile now highlights:

- “Artisan Detailing Experience”
- “Ceramic Coating Specialist”
- “First to Use Cinematic Reels in Lampung”

This not only elevated the perceived value of the brand, but also created psychological differentiation in a competitive market. As noted by Blomqvist (2022), strong visual storytelling and brand identity play a critical role in forming audience loyalty and top-of-mind awareness.

### Comparative Evaluation

Indicator	Before	After	Growth (%)
Total Views	50,249	310,655	+517%
Accounts Reached	22,938	138,508	+503%
Dominant Content Type	Stories (43.1%)	Reels (57.2%)	—
Non-Follower Viewers	92%	94%	+2%
Repeat Customer Ratio	Not measured	17%	—

The data clearly indicates that structured digital marketing, even using free tools like Instagram and Google Sheets, can deliver exponential improvements for MSMEs when accompanied by consistent execution and strategic content direction.

### Conclusion

This community service initiative successfully demonstrated that the strategic application of digital marketing, particularly through the use of video-based content, CRM tools, and social media engagement tactics, can significantly improve the effectiveness and sustainability of service-based MSMEs such as Shine Pro Auto Detailing. The results showed substantial increases in digital reach, customer interaction, and brand visibility. Content views rose from 50,249 to 310,655, while account reach expanded from 22,938 to 138,508—a growth exceeding 500%. The shift toward Instagram Reels as the dominant content format (57.2%) proved especially impactful in capturing new audiences, with 94% of engagement coming from non-followers, indicating strong content virality and relevance.

Moreover, the implementation of a simple yet functional CRM system allowed Shine Pro to track customer data, initiate follow-ups, and introduce a structured membership model. This led to increased repeat orders and improved cash flow, while simultaneously positioning the brand as a digital-first, content-driven leader in Lampung’s auto detailing industry. These outcomes reinforce existing literature emphasizing the power of digital marketing and storytelling in MSME development. By leveraging free and accessible platforms, MSMEs can build lasting customer relationships, differentiate themselves from competitors, and evolve into professionally managed enterprises with sustainable growth potential.

This project serves as a replicable model for other service-based MSMEs seeking to transition into the digital economy without requiring high capital investment, and highlights the importance of education, consistency, and innovation

in modern business development.

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