

Implementing Digital Marketing Strategy to Enhance MSMEs Competence: A Case Study of Cipageran Milk Center in Cimahi

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Abstract.

Cimahi Creative MSMEs Thematic Community Service Program (Kuliah Kerja Nyata Tematik (KKN-T) UMKM Kreatif Cimahi) was implemented to empower local MSME entrepreneurs at the Milk Center of Cipageran Cimahi, which has strong potential yet continues to face challenges in financial record-keeping, packaging design, and the effective utilization of digital marketing. Through a participatory approach, Telkom University lecture and students implemented a series of programs including financial literacy workshop, product management and design workshop, digital marketing training, promotional content creation training, and digital mini showcase event. The results of the activities showed an increase in the knowledge and skills of MSMEs in business management, product design development, and digital-based marketing, so that this program contributed to encouraging the growth of MSMEs at Cipageran Milk Center while strengthening the ecosystem of sustainable local economic empowerment in the digital era.

Keyword: MSMEs Empowerment; Digital Marketing; Cipageran Milk Center; Cimahi, Community Service; Financial Literacy and Product Design.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a strategic sector in the Indonesian economy, contributing more than 60% to the Gross Domestic Product (GDP) and employing around 97% of the national workforce (1). In West Java, which has more than 7 million MSMEs (2), most local MSMEs still run their businesses conventionally and face challenges in financial literacy, business management, and digital technology adaptation. This condition is also observed among MSMEs in Cipageran Milk Center, Cimahi City, which serves as the implementation site of Telkom University's Thematic Community Service Program (KKN-T). Cipageran district is recognized for its potential in dairy-based products derived from cow's milk, with production activities preserving local wisdom and traditional practices. It accommodates various dairy-based MSMEs with promising product potential, including fresh milk, yogurt, cheese, and other derivative products.

However, observational findings indicate that MSME owners face several fundamental challenges, such as unstructured financial record-keeping, limited understanding of cost of goods sold (COGS) calculation, simplistic packaging design and brand identity, as well as the utilization of digital marketing. These challenges contribute to low business efficiency and limited market reach, preventing the products from reaching their full potential. As an implementation of the Kampus Merdeka program (3) Cimahi Creative MSMEs Thematic Community Service Program was designed to address these issues through a participatory and collaborative (4) problem-solving-based community service approach. The program involves collaboration between higher education institutions and the local community, focusing on enhancing the capacity of MSME owners through financial literacy activities, product management and design training, and the strengthening of digital marketing and promotional content. Through these initiatives, the KKN-T program is expected not only to improve business management quality and product competitiveness among MSMEs at the Cipageran Milk Center, but also to contribute to sustainable local economic empowerment.

II. METHODS

Community service at the Cipageran Milk Center was carried out through the Cimahi Creative MSMEs Thematic Community Service Program. This community service was conducted at the Cipageran Milk Center in Cipageran Village, Cimahi City, with an effective duration of 9 weeks. The activities were designed with a participatory and collaborative approach, in which students acted as facilitators in assisting partner MSMEs to develop their business potential and addressing the problems encountered. This program also involved support from supervising lecturers and the Cimahi City Regional Development Planning, Research, and Development Agency (Bappelitbangda). This community service activity was carried out through a series of education, training, and mentoring tailored to field needs. The stages undertaken to achieve the main objectives of this program are as follows:

a. Preparation and Coordination

This stage involved activities such as orientation and briefing for participants, preliminary field surveys, and coordination with the Regional Development Planning, Research, and Innovation Agency (Bappelitbangda) of Cimahi City, academic supervisors, and partner MSME owners. During this stage, the team conducted mapping of business potential, identification of key challenges, and the formulation of relevant and applicable intervention. The results of this identification are presented in the following table:

Table 1. Problem Identification

No.	Potential	Challenges	Activity
1.	MSME owners are actively engaged in production activities and maintain a relatively steady flow of business transactions.	Business financial records are still mixed with personal finances, and product pricing calculations are not yet sufficiently profitable.	Financial Literacy Workshop
2.	Dairy-based products are produced using high-quality raw materials with consistent taste. The product range is relatively diverse and has distinct characteristics.	High-quality products are not yet supported by optimal product design and packaging.	Product Design and Management Workshop
3.	The products possess visual appeal and uniqueness that potential to be showcased as promotional content.	There are no updated product photos or promotional content to support more attractive marketing efforts.	Digital Marketing and Promotional Content Training
4.	MSME owners have utilized social media as a platform for promotion and communication with consumers.	Social media promotion has not yet been supported by paid features to reach a wider audience.	Mini Digital Showcase

Based on the mapping and identification, the KKN-T program was implemented with four main agendas to address the problems and challenges faced by MSME entrepreneurs in the Cipageran Milk Center.

b. Program Implementation

The activity plan has been consulted with the supervising lecturer and partners to ensure that it is on target and has a real impact. Furthermore, the plan has been transformed into an implemented work program, including:

- 1) Financial Literacy Workshop
- 2) Product Design and Management Workshop
- 3) Digital Marketing and Promotional Content Training
- 4) Mini Digital Showcase

c. Monitoring and Evaluation

Monitoring and evaluation are conducted periodically every two weeks through online meetings with the Cimahi Regional Development Planning, Research, and Development Agency (Bappelitbangda), as well as academic and field supervisors. These activities aim to monitor program progress, identify implementation obstacles, and assess the effectiveness of activities.

d. Report and Closing

The final stage includes program closure activities and the preparation of a final report containing the results of the activities, program evaluation, and recommendations for the sustainable development of partner MSMEs.

III. RESULT AND DISCUSSION

In general, the main work program that has been planned can be implemented in a participatory and collaborative manner, involving various parties, especially students as facilitators and MSME actors as active participants. Result of implementation of this program including:

a. Financial Literacy Workshop

Addressing one of the key needs and potentials of MSME owners in Cipageran, the team conducted a financial literacy workshop aimed at improving participants' basic understanding of financial management, record-keeping, and business planning.

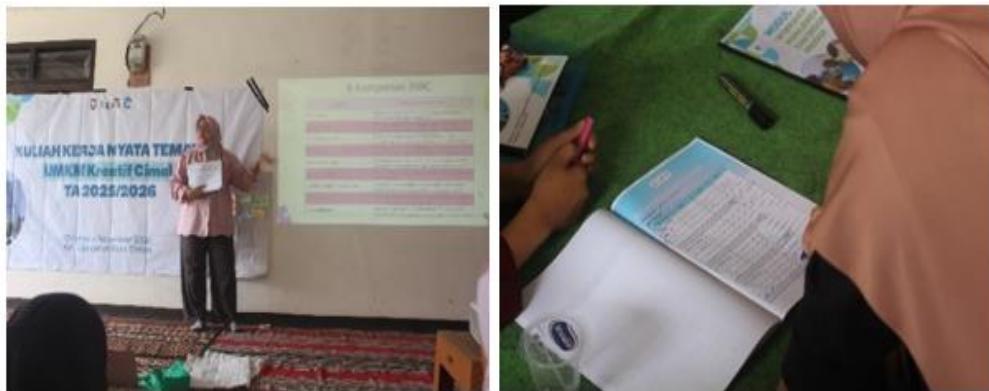


Fig 1. Financial Literacy Workshop at Cipageran Milk Center

KKN-T student team invited Ms. Ferny, who is a Business Consultant to optimize the delivery of the workshop. The student team supported the workshop by serving as facilitators and providing assistance to participants throughout the session. In addition, the team developed a module aligned with the workshop material to serve as a guideline and reference for MSME owners during the activity. The primary objective of the workshop was successfully achieved, as participants were able to prepare simple financial records.

b. Product Design and Management Workshop

On the same day, the subsequent session continued with the delivery of material and hands-on practice related to product design. This workshop specifically focused on rebranding, particularly labeling. The session addressed the need and potential for improving product labels and packaging to enhance both functional and visual aspects, thereby increasing product competitiveness.



Fig 2. Product Design and Management Workshop

The material was delivered by the student team and directly integrated with hands-on practice, where participants applied labeling elements to plain packaging. Participants were also provided with a module as a reference on labeling information. The workshop successfully enhanced participants' understanding of labeling elements. In addition, the KKN-T student team assisted several MSMEs in developing updated product labels.

c. Digital Marketing and Promotional Content Training

The KKN-Thematic student team conducted a training program with promotional product content as outputs. MSME actors practiced product photography using a provided mini studio box, with intensive assistance during the photo-taking process, particularly in selecting appropriate shooting angles.



Fig 3. Digital Marketing and Promotional Content Training

As supporting media, the team developed a pocket guide to serve as a reference for photography angles as well as a documentation medium for participants' outputs. After obtaining the product photos, participants were assisted in utilizing artificial intelligence (AI)-based platforms for visual enhancement and the creation of promotional captions. The final outputs, consisting of product photos and captions, were ready to be published through the MSMEs' social media channels.

d. Mini Digital Showcase

To wrap up the whole activity, the KKN-Thematic student team produced a short creative video as an output, showcasing the product profiles of each MSME introducing the Cipageran Milk Center as a whole. The shooting session involving MSME actors to showcase and arrange the product appearance.



Fig 4. Mini Digital Showcase

The video was designed as an informative and engaging digital promotional medium, highlighting the uniqueness of the products and the identity of Cipageran Milk Center. The video was then provided to each MSME as a promotional asset that could be published across various social media platforms to enhance visibility and expand marketing reach. Recap video introducing Cipageran Milk Center later published with Social Media ads.

IV. CONCLUSION

The implementation of the Creative MSME Thematic Community Service Program (KKN-T) at the Cipageran Milk Center produced tangible impacts on enhancing the capacity of partner MSMEs while also serving as a meaningful learning experience for students. The series of activities, ranging from preparation and observation to financial literacy training, product design management, and digital marketing, successfully addressed several fundamental challenges faced by MSMEs. Financial record-keeping and cost of goods sold (COGS) workshops improved MSME owners' understanding of financial management for business monitoring, while packaging design training enhanced product attractiveness and competitiveness. In addition, digital marketing and content creation training equipped MSMEs with practical skills to expand market reach through digital platforms. Overall, the KKN-T program was effective in improving business governance and digital capabilities of MSMEs and strengthening the local economic empowerment ecosystem, with impacts expected to be sustained through continued implementation and future program development.

V. ACKNOWLEDGMENTS

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