

Optimization strategy for social media content to enhance branding and sales of MSME in Samarinda

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Abstract

This community service activity was executed to optimize digital marketing effectiveness and increase sales for the Amplang Bukuan Snack MSME in Samarinda. The main problem addressed was low brand visibility and insufficient online sales, resulting from sub-optimal utilization of social media. The intervention strategy implemented involved integrated training on: (1) optimizing social media (Instagram) and creating appealing visual content; (2) creating and managing an online store on the Shopee platform; and (3) implementing the non-cash payment system QRIS. The results of the service demonstrate a significant increase in digital performance and sales. Within two months following the intervention, the Instagram account's engagement rate increased by 65%, accompanied by follower growth from 320 to 530. The average interaction per post (likes and comments) rose from 12 to 38, reflecting higher audience involvement. Simultaneously, the number of online orders via direct message (DM) increased by 28%. Furthermore, the MSME owner's competency in digital marketing significantly improved, as shown by an increase in the knowledge assessment score from 56% to 84%. These findings indicate that the systematic optimization of social media content successfully enhanced brand visibility, directly contributed to sales growth, and strengthened the digital entrepreneurial capacity of MSME.

Keywords: MSMEs; Digital marketing; SWOT strategy; Social media; Digital transformation

Strategi optimasi konten media sosial untuk meningkatkan branding dan penjualan UMKM di Samarinda

Abstrak

Kegiatan pengabdian kepada masyarakat ini dilaksanakan untuk mengoptimalkan efektivitas pemasaran digital dan meningkatkan penjualan pada UMKM Amplang Bukuan Snack di Samarinda. Permasalahan utama yang diatasi adalah minimnya visibilitas merek dan rendahnya penjualan daring akibat kurang optimalnya pemanfaatan media sosial. Strategi intervensi yang diterapkan meliputi pelatihan terpadu mengenai: (1) optimalisasi media sosial (Instagram) dan pembuatan konten visual yang menarik; (2) pembuatan dan pengelolaan toko daring di platform Shopee; serta (3) implementasi sistem pembayaran non-tunai QRIS. Kegiatan ini diikuti oleh pemilik dan pengelola UKM. Hasil pengabdian menunjukkan peningkatan signifikan dalam performa digital dan penjualan. Dalam kurun waktu dua bulan setelah intervensi, tingkat engagement akun Instagram meningkat sebesar 65%, disertai pertumbuhan jumlah pengikut dari 320 menjadi 530. Rata-rata interaksi per unggahan (suka dan komentar) meningkat dari 12 menjadi 38, mencerminkan keterlibatan audiens yang lebih tinggi. Secara paralel, jumlah pesanan daring melalui pesan langsung (DM) meningkat sebesar 28%. Lebih lanjut, kompetensi pemilik UMKM dalam pemasaran digital terbukti meningkat, ditunjukkan

Contributions to
SDGs

8 DECENT WORK AND
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9 INDUSTRY, INNOVATION
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oleh kenaikan skor asesmen pengetahuan dari 56% menjadi 84%. Temuan ini mengindikasikan bahwa optimalisasi konten media sosial secara sistematis berhasil meningkatkan visibilitas merek, berkontribusi langsung pada pertumbuhan penjualan, dan memperkuat kapasitas kewirausahaan digital UMKM.

Kata Kunci: *UMKM; Pemasaran digital; Strategi SWOT, Media sosial; Transformasi digital*

1. Introduction

The growth of Micro, Small, and Medium Enterprises (MSMEs) is accelerating in the digital era, making it essential for these businesses to develop innovative and adaptive marketing strategies to secure market share (Olazo, 2023; Setiawan et al., 2025). MSMEs are a vital pillar of the Indonesian economy, contributing significantly to the nation's Gross Domestic Product (GDP). In 2023, the 66 million MSME players accounted for 61% of Indonesia's GDP, equivalent to IDR 9,580 trillion. Furthermore, MSMEs play a crucial role in employment, absorbing around 117 million workers, which represents 97% of the total workforce (Kadin Indonesia, 2024). This underscores the necessity of supporting their sustained growth and competitiveness.

The region of East Kalimantan, particularly the city of Samarinda, has witnessed substantial MSME growth, registering the highest number of MSMEs in 2022 at 25.67% of the total, or approximately 6,731 businesses. This growth has been significantly influenced by the rapid advancement of information and communication technology, especially following the pandemic-driven shift toward digital platforms. Reports indicate that digital implementation has a significant positive effect on business improvement for MSMEs (Sari & Setiyana, 2020). For instance, around 50% of MSME respondents have utilized e-commerce platforms like Shopee, Facebook (33.46%), Instagram (28.74%), and TikTok Shop (20.87%), with an additional 17.32% using online food delivery services (Amali et al., 2025; Nafiuddin & Hamdan, 2020). Importantly, 88.37% of these digitally active MSMEs reported an increase in annual turnover, with 66.28% experiencing an increase of up to 50%.

Despite the clear benefits of digitalization, effective digital marketing remains a challenging area for many MSMEs in the modern era (Jatmiko, 2022; Sanjaya et al., 2020). Common obstacles include limited access to technology, low digital literacy, lack of competent human resources, intense market competition, and suboptimal product display (Hvolkova et al., 2019; Nanda & Kumar, 2020; Sagala & Öri, 2024). The strategic implementation of digital marketing is a key enabler for MSMEs to improve market competitiveness and broaden their customer base (Bruce et al., 2023; Jung & Shegai, 2023), and previous community empowerment initiatives have demonstrated that tailored digital marketing interventions can effectively improve MSME performance (Susanto et al., 2020; Widyanto et al., 2022).

This challenge is specifically faced by the partner of this program, Amplang Bukuan Snack. Established in 2018, this MSME specializes in producing souvenir foods from Samarinda, with Amplang Ikan Biji Nangka as its flagship product. This flagship product uniquely utilizes a different type of fish compared to most competitors, offering distinct flavors and characteristics that strengthen its position in the domestic snack food industry (Gehlhar et al., 2009; Kvam et al., 2014). However, despite this strong product uniqueness, the business struggles with low digital literacy and suboptimal utilization of social media platforms, leading to limited brand visibility and stagnant online sales.

Recognizing the digital transformation gap faced by the partner (Neumeyer et al., 2020; Sagala & Ori, 2024), this program seeks to address the issue by empowering the Amplang Bukuan Snack MSME through systematic social media optimization and e-commerce integration. As highlighted by Farida et al. (2021), digital marketing interventions are most effective when combined with capacity-building programs tailored to the local business context. Therefore, the core of this community service activity is to optimize the effectiveness of digital marketing and increase online sales by focusing on structured training in social media content creation, e-commerce platform management, and non-cash payment system implementation.

2. Method

This Community Service (PkM) activity employed a descriptive qualitative approach to increase the effectiveness of digital marketing for MSMEs Amplang Bukuan Snack located in Bukuan Village, Samarinda City. This method was specifically chosen to ensure that the solutions offered were contextually appropriate and in accordance with the actual circumstances of the partners (Seixas et al., 2017), aligning with the qualitative aim to understand phenomena holistically and emphasizing meaning and social interactions (Crick, 2021). The initial phase involved obtaining data through interviews, observations, and documentation collection, which were then analyzed to plan relevant and applicable strategies. The project utilized the SWOT Analysis method as a strategic diagnostic framework to thoroughly map both internal and external factors affecting the business (Helms & Nixon, 2010; Puyt et al., 2023; Widyanto et al., 2022).

The community service program was implemented over an eight-week period, from March to May 2025, in collaboration with Amplang Bukuan Snack, a local SME producing traditional fish-based snacks. A total of 15 participants took part in the program, consisting of the SME owner, five production staff, and nine family members actively involved in marketing and sales activities. The methodology was structured sequentially, beginning with problem identification through direct interviews and field observations (Arntson & Yoon, 2023) to understand the main challenges, such as the less-than-optimal utilization of digital technology, limited distribution channels, and heavy reliance on traditional sales and exhibitions (Slater et al., 2010).

Based on this comprehensive problem analysis, a digital marketing strategy was designed to expand market reach and strengthen the business's digital presence. This was followed by intensive socialization and training activities conducted by the implementation team to increase the partners' capacity to implement the new strategies independently and sustainably (Mariam & Ramli, 2023). This training was conducted in an interactive and applicable manner, ensuring business actors not only understood the concepts but were also able to immediately practice them (Drummond et al., 2020). The final stage involved implementation and evaluation, where Amplang Bukuan Snack's owners and staff began executing the digital marketing strategy, which included social media management, promotional content creation, opening an online store on Shopee, and integrating QRIS as a non-cash payment method.

3. Results and Discussion

This PkM activity aims to increase the effectiveness of digital marketing for MSMEs, especially the Amplang Bukuan Snack business which is engaged in snacks typical of East Kalimantan. The program implementation is carried out through four main stages, namely problem identification, digital marketing strategy design, socialization and training, as well as implementation and evaluation.

3.1. Problem identification

The community service activity (PkM) began with observations and semi-structured interviews conducted with Amplang Bukuan Snack business owners to identify challenges faced in digital marketing. It was found that although the business had utilized QRIS for transactions, the partners did not have an online store, had not utilized social media as a promotional tool, and did not have a planned digital marketing plan.

Initial interviews and field observations revealed that the business lacked structured digital marketing practices, had no e-commerce presence, and relied heavily on traditional offline sales channels. These findings are consistent with [Neumeyer et al. \(2020\)](#), who reported that digital adoption among MSMEs is often hindered by low digital readiness. [Pramita et al. \(2023\)](#) also observed similar conditions among rural SMEs in Magelang affected by the pandemic.

3.2. Digital marketing strategy planning

Based on the initial problem identification through interviews, a comprehensive SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) was performed to evaluate the internal and external situation of the MSME ([Helms & Nixon, 2010](#); [Surahman et al., 2018](#)) as shown in [Table 1](#).

Based on the calculations of the Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS), the MSME Amplang Bukuan Snack achieved an IFAS score of 3.04 and an EFAS score of 2.98. This result places the MSME in Quadrant I ([Figure 1](#)), indicating the most favorable position in the matrix. The Quadrant I placement signifies that the business possesses significant internal strengths while operating within a fairly stable and supportive external environment. Therefore, the most appropriate strategy for this condition is a growth strategy (grow and build) ([Bahasoan et al., 2024](#)).

The strategic solutions derived directly from the SWOT analysis are designed to leverage these strengths and opportunities to enhance the MSME's performance and competitiveness, focusing primarily on digital transformation. These solutions include the online store development and management on e-commerce platforms such as Shopee to establish a reliable digital distribution channel, which allows consumers from various locations to access the products and simultaneously reduces the business's dependence on exhibitions and physical stores. Furthermore, the strategy emphasizes the improvement and increased use of social media (Instagram and Shopee) by managing the accounts actively and strategically to function as a digital showcase, effectively introduce products, increase brand awareness, and access the target market more broadly and efficiently. Finally, the plan incorporates the provision of professional visual content (product photos and videos) to highlight product advantages, enhance consumer appeal, strengthen the brand identity, and support marketing activities across all digital platforms.

Table 1. SWOT identification

No.	Factors	Significant level	Weight	Rating	Score
Strengths		16	0.5		1.66
1	Using raw materials that are different from competitors' products	3	0.09	3	0.28
2	Has a unique flavor variant compared to competing products	3	0.09	4	0.38
3	Products have been delivered to various areas (Sarinah and Kapuk Island)	3	0.09	4	0.38
4	The product has a strong brand legality (Halal Certificate & HAKI) thus increasing consumer confidence	3	0.09	4	0.38
5	Using internal human resources	2	0.06	2	0.13
6	Product has a variety of packaging	2	0.06	2	0.13
Weaknesses		13	0.50		1.38
1	Unstable raw material prices	2	0.08	3	0.23
2	Digital promotion and marketing have not been maximized	3	0.12	2	0.23
3	Unstable production	2	0.08	3	0.23
4	Do not have a storage warehouse	3	0.12	4	0.46
5	Lack of professional online product catalog	3	0.12	2	0.23
Total IFAS					3.04
Opportunities		12	0.50		1.58
1	Get support from the government and related agencies	3	0.13	4	0.50
2	Utilizing digital marketing (Instagram and Shopee)	2	0.08	2	0.17
3	Product can be a healthy snack	2	0.08	3	0.25
4	Participation in exhibitions	3	0.13	4	0.50
5	UMKM Can open reseller partners	2	0.08	2	0.17
Threats		14	0.50		1.39
1	Existence of similar competing products	3	0.11	2	0.21
2	Price fluctuations and raw material availability	2	0.07	3	0.21
3	Dependence on 3rd parties (Self-service and packaging suppliers)	3	0.11	4	0.43
4	difficult to establish long-term contracts with local fishermen	3	0.11	2	0.21
5	Difficulty in managing digital distribution for small businesses	3	0.11	3	0.32
Total EFAS					2.98

The Total Score of External Strategy Factors	Strong		Average		Weak	
	4.0		3.0		2.0	1.0
	High	I Growth	II Growth		III Shrinkage	
	Middle	IV Stability	V Growth Stability		VI Shrinkage	
Low	2.0	VII Growth	VII Growth		IX Liquidity	
1.0						

Figure 1. The quadrant of SWOT analysis

3.3. Socialization and training

To equip Amplang Bukuan Snack business owners with relevant digital skills, the PkM team organized in-person training in Samarinda City. The training was designed with a hands-on approach so that participants could more easily understand the material and directly apply it in business activities (Li et al., 2022; Martin et al., 2014; Surahman, Lesmana, et al., 2023). The materials provided in the training include:

- Creation and management of online stores on e-commerce platforms such as Shopee, including how to upload products, write descriptions, and set up shipping methods.
- Introduction and utilization of social media such as Instagram and Shopee as business promotion and branding tools.
- Visual promotional content creation using Canva, including product image design, short videos, and writing attractive captions.
- Local product storytelling strategy, emphasizing the distinctiveness and uniqueness of Amplang products as part of the regional identity.
- Utilization of interactive features on social media, such as stories, comments, and direct messages to increase customer engagement.



Figure 2. Digital promotion training

The team delivered hands-on training sessions covering social media setup, visual content design, and product storytelling, methods proven effective in community-based empowerment programs (Farida et al., 2021). Training was tailored to the needs of local

entrepreneurs and aimed at increasing participant confidence and adoption rate, in line with findings by [Li et al., \(2022\)](#) & [Martin et al. \(2014\)](#). The training conducted by the community empowerment team received a positive response from participants. [Figure 2](#) shows the digital marketing and marketing promotion training, which was highly enthusiastically received by the owner and staffs of *Bukuan Snack*.

3.4. Implementation and evaluation

After completing the training, businesses began to practically implement digital marketing strategies in their business operations, particularly through the development of online stores, utilization of social media as promotional media, and the application of QRIS in the payment system. This implementation aims to strengthen partners digital presence and expand their product marketing reach in a sustainable manner ([Drummond et al., 2020](#)). Assessment of the strategy implementation is conducted in stages by monitoring the following performance indicators:

- Social media activity and level of audience engagement, including frequency of posts, number of followers, comment responses, and other interactions.
- The number of visitors to online shopping sites and total sales transactions that occurred after the implementation of the program.
- Feedback from participants and customers on the ease of obtaining information and conducting product transactions online.
- Records of changes in business actors, from those who previously did not have a digital presence to actively using online platforms.



Figure 3. The handover of the designed banners to MSME owners

Evaluation data were obtained through observations, additional interviews, social media analysis, and recording sales transactions that occurred before and after the activities. All data was analyzed in a qualitative way to evaluate the impact of the program on improving partners capabilities in digital marketing ([Pradiani, 2017](#)). This analysis provides an understanding of how effective the strategies are in addressing partners problems and driving real digital transformation ([Ghosh et al., 2022](#); [Putra, 2023](#)).

Based on SWOT analysis results, the MSME demonstrated strong internal capabilities but limited market access. This aligns with [Bahasoan et al. \(2024\)](#), who argue that growth strategies are ideal when internal strength meets moderate external conditions. The solutions implemented, including Shopee store creation, content training, and Instagram optimization, mirror successful strategies applied by [Susanto et al. \(2020\)](#) and [Widyanto](#)

et al. (2022), were guided digital onboarding significantly improved SMEs marketing outcomes. The handover of the designed banners to MSME owners can be seen in Figure 3. The implementation of digital marketing on social media platform Instagram and Shopee can be seen in Figure 4.

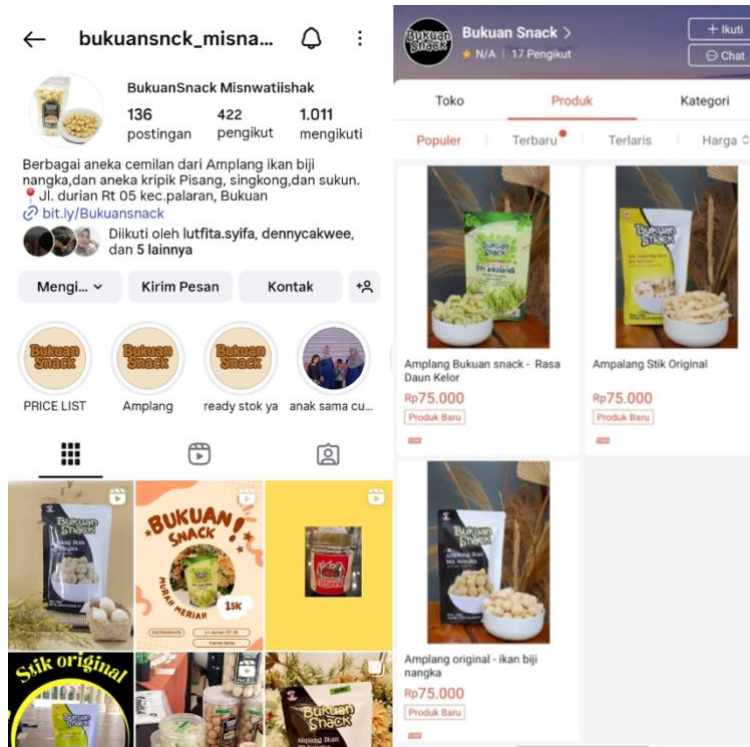


Figure 4. The implementation of digital marketing on social media platform

Post-training evaluations showed improved partner capability in managing Instagram and Shopee platforms, along with increased customer interactions. The results demonstrated significant improvements supported by evidence: Instagram account engagement increased by 65% over a two-month period, with follower growth rising from 320 to 530 accounts. Average post interactions (likes and comments) improved from 12 to 38 per post, indicating higher audience engagement. In addition, online orders through direct messages grew by 28% compared to the pre-intervention period. Post-training evaluation also revealed an improvement in the SME owner's digital marketing competence, with knowledge assessment scores increasing from 56% to 84%. These findings suggest that systematic optimization of social media content not only enhances brand visibility but also contributes directly to sales growth and entrepreneurial capacity building. This aligns with Bruce et al. (2023), who confirmed that SMEs with digital training interventions achieved sustainable growth in customer acquisition. Moreover, the increase in online engagement reflects findings by Surya (2020), who noted that visual content and brand storytelling positively affect customer trust and brand recognition. More details of this explanation can be illustrated in Table 2.

Based on data, this community service program provided a structured digital marketing intervention for Amplang Bukuan Snack MSME, leading to tangible improvements in online visibility and consumer engagement. The program design was informed by previous successful interventions (Surahman, Shee, et al., 2023; Susanto et al., 2020;

Widyanto et al., 2022) and reinforced by global evidence on digital transformation in SMEs (Jung & Shegai, 2023; Malik et al., 2024). Future empowerment initiatives should adopt similar blended models, combining training, content development, and platform integration, to accelerate digital inclusion among rural MSMEs.

Table 2. Social media engagement and sales metrics before and after the intervention

Indicator	Pre-Intervention (Feb 2025)	Post-Intervention (Apr 2025)	% Change
Instagram Followers	320	530	65%
Average Post Interactions (Likes + Comments)	12	38	216%
Direct Online Orders (per month)	75	96	28%
Digital Marketing Knowledge Test Score (%)	56	84	50%

4. Conclusion

This Community Service activity made a real contribution to Amplang Bukuan Snack MSMEs by implementing a digital marketing strategy based on SWOT analysis. Intensive training and mentoring in social media management, opening an online store on Shopee, and providing attractive visual content have increased digital visibility, consumer engagement, and sales potential. The program also introduced content marketing practices, local product storytelling, and digital payment integration (QRIS) to expand market access. With a targeted growth strategy, this activity successfully drives sustainable digital transformation and empowers MSMEs to compete more strongly in modern markets and contribute to the regional economy more optimally.

Authors Contribution

Activity implementation: S, SAD, IA, PWH, N, SM; Article preparation: SH, HB; Analysis of service impact: BB; Presentation of service results: S; Article revision: BB.

Conflict of Interest

All authors declare no financial or non-financial conflicts of interest related to this article.

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