

Optimizing Social Media Marketing as a Promotional Medium for *Kerupuk Jari* in Sambiroto, Pare Village, Mondokan, Sragen

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ABSTRACT

The advancement of digital technology encourages Micro, Small, and Medium Enterprises to utilize social media as a more effective promotional tool. However, “Kerupuk Jari” in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency, still rely on conventional marketing methods, resulting in suboptimal market reach. This community service initiative aims to enhance the capacity of these Micro, Small, and Medium Enterprises to utilize social media marketing as a digital promotional medium. The program was implemented through outreach, training, and mentoring sessions covering social media usage, promotional content creation, and the introduction of online marketplaces as marketing channels. The results indicate an improvement in participants' understanding and skills regarding social media management to support product promotion, build brand identity, and expand market reach.

INTRODUCTION

Micro, Small, and Medium Enterprises constitute a vital pillar of the Indonesian economy, contributing to job creation, increased public income, and the strengthening of economic activity across various regions. Recent developments indicate growing opportunities for Micro, Small, and Medium Enterprises, driven largely by advancements in information technology and the rising use of digital media in economic activities. By the end of 2024, there were 30.18 million active Micro, Small, and Medium Enterprises units in Indonesia excluding the agriculture and fisheries sectors (Kadin Indonesia, 2025). This figure highlights the significant potential of Micro, Small, and Medium Enterprises to support the national economy while underscoring the importance of strengthening the capacity of business owners to adapt to a changing business environment. This growth is further supported by various digital transformation programs resulting from the synergy between the government, Bank Indonesia, and relevant institutions aimed at expanding market access and enhancing Micro, Small, and Medium Enterprises competitiveness (Prakoso, 2025). Consequently, digitalization is no longer merely an option for business development but has become increasingly essential as a component of Micro, Small, and Medium Enterprises sustainability strategies.

Digital transformation has altered the way businesses conduct marketing activities. Marketing, which was previously largely face-to-face and geographically limited, has evolved toward digital models that enable products to be introduced to consumers with a much wider reach. One increasingly popular form of digital marketing is social media marketing the use of social media platforms to share product information, communicate with consumers, build brand awareness, and foster interaction between businesses and the market. Social media offers distinct advantages for Micro, Small, and Medium Enterprises, as it is relatively affordable to use and allows businesses to reach potential customers without geographical constraints (Wardani et al., 2023). Consequently, the use of social media serves as a strategic alternative for Micro, Small, and Medium Enterprises facing resource limitations in their promotional efforts.

Various platforms, such as Instagram, TikTok, Facebook, and YouTube can be utilized to convey product information through images, videos, and interactive content. The use of social media also supports the creation of brand awareness, boosts consumer engagement, and strengthens the relationship between the product and potential customers (Wahyuni et al., 2025). Ardiansah and Maharani (2021) demonstrate that Instagram can serve as an online marketing medium for Micro, Small, and Medium Enterprises through account and content management tailored to support marketing activities. Given the two-way communication capabilities inherent in social media, Micro, Small, and Medium Enterprises operators do not merely act as conveyors of product information; they can also gather consumer feedback and build closer relationships with the market. Consequently, the strategic use of social media can form part of a marketing communication strategy that is more adaptable to changing consumer behaviors.

Apart from expanding promotional reach, social media can also help Micro, Small, and Medium Enterprises in building product identity. Consistent visual content, clear product information, and an attractive account appearance can help shape a product's image and increase its appeal to consumers. Handayani et al. (2024) explained that social media can be used as a digital marketing tool to support the marketing of Micro, Small, and Medium Enterprises products, especially when business actors have the ability to manage digital media. A similar thing was shown by Wardani et al. (2023), that training and practice in using social media, marketplaces, and Google Business can provide additional knowledge and skills to Micro, Small, and Medium Enterprises players in carrying out marketing in the digital era. This means that the success of digital marketing is not only determined by the availability of the platform, but also by the business actor's ability to manage and optimize the platform.

Despite the growing opportunities for digitalization, the implementation of digital marketing among some Micro, Small, and Medium Enterprises still faces various obstacles. Limited knowledge, skills, and content-creation creativity, combined with a poor understanding of social media marketing strategies, can prevent digital technology from yielding optimal results. Herli et al. (2025) found that Micro, Small, and Medium Enterprises still struggle with limited knowledge of social media and a lack of proficiency in using it as a promotional tool. These conditions indicate that digital transformation for Micro, Small, and Medium Enterprises requires support in the form of education, training, hands-on practice, and ongoing mentoring to ensure that available technologies can be effectively leveraged to support business operations.

Similar issues are encountered by the "kerupuk jari" in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency. The hamlet comprises approximately 70 households, nearly 30 of which rely on cracker production as their primary source of livelihood. Their product range includes "kerupuk jari, kerupuk perung, kerupuk kotak, and kerupuk peledot; among these, "kerupuk jari" stand out as the flagship product—produced for generations and representing a key economic asset for the local community. The existence of these businesses demonstrates that the community possesses production potential capable of further development, particularly if supported by marketing strategies that can reach a wider consumer base.

Based on observations and discussions with the partner, cracker production is being carried out regularly with substantial capacity. A local Micro, Small, and Medium Enterprises, who also serves as the neighborhood association (RT) head, explained that production takes place daily, utilizing approximately 100 kilograms of wheat flour as the primary ingredient to produce crackers ready for the market. However, product marketing remains dominated by conventional methods, relying on direct distribution to local eateries, grocery stalls, restaurants, and regular customers in the surrounding area. The use of digital media is currently limited to communication via WhatsApp groups, meaning marketing reach has not yet been optimally expanded. This situation highlights a gap between production potential and product marketing capabilities.

Addressing these marketing limitations is increasingly important, as Micro, Small, and Medium Enterprises products require not only production capabilities but also strategies to introduce the products to consumers. Social media marketing offers an alternative to overcoming the limited reach of conventional marketing, enabling business owners to showcase their products to a wider audience through visual content and digital communication (Wardani et al., 2023). Instagram, for instance, can be utilized to display product photos, videos of the production process, pricing information, and ordering instructions, alongside various content designed to generate consumer interest (Ardiansah & Maharani, 2021). Through a consistent content strategy, “kerupuk jari” can gain recognition not only within the local community but also reach consumers in a broader geographical area.

This situation indicates that the primary challenge facing the partners lies not in production capacity, but rather in digital marketing. Most micro, small, and medium enterprises lack adequate skills in managing social media for promotion, are unable to create engaging marketing content, and have not utilized online marketplaces as alternative sales channels. Furthermore, product visual identities such as logos and packaging designs, remain rudimentary, failing to enhance the product's added value or appeal amidst increasingly fierce market competition. Such limited digital literacy and marketing skills threaten to constrain market share expansion and business growth. Herli et al. (2025) also emphasize the importance of education and training to equip micro, small, and medium enterprises with the ability to leverage social media for promotional activities.

Strengthening digital marketing capabilities must also be approached practically, as it is insufficient for micro, small, and medium enterprises to merely understand digital marketing concepts in theory. They need to gain hands-on experience in creating accounts, managing business profiles, developing content, utilizing social media features, and understanding how to link social media with digital sales channels. Wardani et al. (2023) demonstrated that training activities incorporating practical use of social media, online marketplaces, and Google Business can provide micro, small, and medium enterprises with additional insights and skills. Therefore, an approach combining outreach, training, and mentoring is relevant for the “kerupuk jari” producers in Sambiroto Hamlet.

Addressing these issues, this community service initiative was carried out through outreach, training, and mentoring focused on optimizing social media marketing for kerupuk jari micro, small, and medium enterprises in Sambiroto Hamlet. The program not only fostered an understanding of the importance of digital marketing but also equipped participants with practical skills in managing social media, creating engaging promotional content, and strengthening product branding through visual design, while also introducing the use of online marketplaces as marketing channels. This approach aligns with the community service activities conducted by Herli et al. (2025), who utilized outreach and training to enhance the understanding and capabilities of micro, small, and medium enterprises in leveraging social media for promotion.

Furthermore, training and mentoring activities are essential to enable micro, small, and medium enterprises to independently apply the knowledge they have acquired. Leveraging social media for marketing requires consistency in content creation and consumer interaction management, as well as the tailoring of information to the characteristics of the target market. Ardiansah and Maharani (2021) identify Instagram optimization as a key component in understanding social media usage for online marketing within the small, and medium enterprises sector. Meanwhile, Wardani et al. (2023) demonstrate that digital marketing training can encompass practical instruction on using social media, online marketplaces, and Google Business to expand product marketing. These findings underscore the need to focus digital competency development for micro, small, and medium enterprises on practical skills that align with their specific business needs.

Therefore, the aim of this service activity is to optimize the use of social media marketing as a digital promotional medium for micro, small, and medium enterprises in Sambiroto Hamlet, Pare Village, Mondokan District, Sragen Regency. Through this activity, it is hoped that micro, small, and medium enterprises players will be able to improve digital marketing competence, expand market reach, strengthen product competitiveness, and support the sustainability of digital transformation-based businesses. This activity is also expected to encourage changes in marketing patterns from previously relying more on conventional marketing to marketing patterns that utilize social media and marketplaces in a more targeted manner.

Based on a needs assessment conducted with partners, the community service initiative was designed to include outreach sessions, training, and mentoring aimed at enhancing the ability of micro, small, and medium enterprises to utilize social media marketing as a digital promotional tool. The outreach sessions sought to raise awareness regarding the importance of digital marketing; the training focused on practical aspects of social media management and the creation of promotional content; and the mentoring was designed to assist participants in applying these skills to their product marketing activities. Through this approach, the initiative aims to go beyond merely increasing knowledge, fostering practical capabilities that can be sustainably utilized by “kerupuk jari” in Sambiroto Hamlet.

IMPLEMENTATION AND METHODS

This community service activity was conducted in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency. This location was selected because it serves as a production for *kerupuk* (traditional crackers), with the majority of the local population relying on micro, small, and medium enterprises), specifically the production of “kerupuk jari” for their livelihoods. Despite significant production potential, most business owners still employ conventional marketing methods, meaning the use of digital technology for promotion has not been fully optimized. This situation provided the rationale for the community service initiative, which focused on strengthening the capacity of micro, small, and medium enterprises owners to utilize social media marketing

as a digital promotional tool. Optimizing social media is highly relevant for micro, small, and medium enterprises, as these platforms can support marketing activities, showcase products, and expand communication reach with potential customers (Setyawan et al., 2020). Furthermore, the optimal use of social media must be tailored to the specific characteristics of the products and the business owners' capabilities in managing digital media.

The community service activity was conducted in person on Wednesday, July 1, 2026, following a needs assessment and coordination with partners, carried out via both online and offline channels during the preparatory phase. The activity targeted micro, small, and medium enterprises producing "kerupuk jar in the Sambiroto Hamlet (RT 07) who are actively engaged in production and marketing. Participants were individuals interested in expanding their product marketing through digital media but who lacked the necessary knowledge and skills to manage social media for promotional purposes. This context shaped the design of the activity, ensuring it went beyond mere information delivery to provide hands-on practical experience. Training focused on the practical use of social media can help micro, small, and medium enterprises enhance their ability to leverage digital platforms for marketing activities (Purwaamijaya et al., 2022)

The community service initiative employs a participatory approach comprising three key stages: outreach/education, training, and mentoring. This approach was selected because it enables participants to engage actively at every stage of the activity – ranging from identifying needs, receiving information, and practicing the use of digital media, to discussing challenges encountered in product marketing. The participatory approach is expected to enhance both the participants' understanding and their skills in implementing digital marketing strategies tailored to the specific characteristics of their businesses. Utilizing social media for digital marketing can bolster micro, small, and medium enterprises marketing efforts, provided that business owners possess the ability to manage these platforms effectively (Setyawan et al., 2020). Furthermore, optimizing social media marketing requires a focus on practical skills, such as content creation, account management, and the formulation of marketing communication strategies that align with business needs (Chan et al., 2023).

The first stage consisted of an educational session aimed at fostering an understanding of the importance of digital transformation in the development of micro, small, and medium enterprises. The material covered fundamental concepts of social media marketing, the benefits of social media as a promotional tool, strategies for building brand identity, and business growth opportunities through digital marketing. The session was conducted interactively, linking digital marketing concepts to the real-world conditions faced by "kerupuk jari" micro, small, and medium enterprises in Sambiroto Hamlet. Strengthening digital literacy was a crucial component of this activity, given that social media can serve as a marketing vehicle to help business owners introduce their products and reach a wider consumer base (Yulia, 2018). The session also emphasised that using social media for marketing requires strategic planning; it should function not merely as a platform for publication but as an integral part of the communication strategy with consumers.

The second stage consisted of training focused on enhancing participants' skills in utilizing various social media platforms for promotional purposes. During this stage, participants engaged in hands-on practice regarding the creation and management of social media accounts on platforms such as Instagram, TikTok, Facebook, and YouTube. Additionally, they received training on creating promotional content using Canva and CapCut, enabling them to produce materials that are engaging, informative, and aligned with the characteristics of their micro, small, and medium enterprises products. Practical, hands-on training is essential to ensure that participants not only grasp the conceptual benefits of social media but also gain the ability to operate these platforms for marketing purposes. Purwaamijaya et al. (2022) demonstrated that training on optimizing micro, small, and medium enterprises product marketing via social media can effectively enhance business owners' capabilities in leveraging digital platforms for marketing. Furthermore, consistent content management and social media utilization are crucial components in establishing more effective marketing communication (Chan et al., 2023).

The training also included an introduction to online marketplaces specifically Shopee as an alternative digital marketing channel to expand market reach. Participants were introduced to various digital channels to help them understand that product marketing can be conducted across multiple platforms. Social media can serve as a means to build communication and attract consumer attention, while marketplaces can be utilized as channels to facilitate the digital sales process. Strategies leveraging these various digital media are expected to offer micro, small, and medium enterprises alternatives for developing more adaptive marketing approaches. Putri and Samsudin (2023) demonstrated that optimizing social media marketing can enhance marketing effectiveness and sales conversions for small scale businesses.

The third stage consists of mentoring, which involves providing direct guidance to participants as they implement the material acquired during the outreach and training sessions. This mentoring is conducted through discussions, practical exercises, and consultations covering social media account management, the creation of promotional content, the strengthening of product visual identity, and digital marketing strategies tailored to the specific characteristics of the "kerupuk jari" business. The mentoring stage is crucial because participants need the opportunity to apply the knowledge they have gained while also finding solutions to challenges encountered when using digital media. Fundamentally, optimising social media marketing requires targeted management skills to ensure that social media effectively supports marketing activities (Chan et al., 2023).

Through the mentoring phase, participants are guided to develop their skills incrementally ranging from account management, product information structuring, and promotional content creation to leveraging digital media for communicating with potential customers. This hands-on, mentored approach aims to empower micro, small, and medium enterprises players to implement digital marketing strategies with greater independence. This aligns with the need to enhance micro, small, and medium enterprises players' social media skills; the mere presence of digital platforms must be matched by management capabilities to ensure they are optimally utilised for marketing activities (Setyawan et al., 2020). Thus, mentoring serves not only as a follow-up to the training but also as a process for strengthening participants' ability to apply social media marketing in their daily business operations.

Overall, the methods of outreach, training, and mentoring are designed as an interconnected series of activities. Outreach serves to provide foundational knowledge regarding digital marketing; training imparts practical experience and skills in using social media; and mentoring assists participants in applying these skills to their specific business needs. This activity model aims to enhance the capacity of micro, small, and medium enterprises players to utilize social media for promotion while supporting the marketing development of "kerupuk jari". Through this approach, the community service initiative focuses not only on increasing knowledge but also on fostering practical skills that the partners can apply sustainably.

As a reference for implementing activities, the relationship between partner problems, the methods applied, the material provided, and the expected outcomes are presented in picture 1 in the form of a conceptual framework for service activities.



Figure 1. Conceptual Framework for the Social Media Marketing Optimization Community Service Program

RESULTS AND DISCUSSION

Implementation of Community Service Activities

A community service activity was conducted in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency, on Wednesday, July 1, 2026. Prior to the event, the service team carried out a preparatory phase involving coordination, the identification of partner needs, and discussions held both online and offline. This preparatory phase aimed to gain an overview of the micro, small, and medium enterprises conditions, identify the challenges they faced, and develop materials and implementation methods tailored to the partners' specific needs. Identifying these needs was a crucial aspect of the service activity, as the materials and forms of assistance required customization to align with the partners' conditions and capabilities, thereby ensuring the activity delivered more targeted benefits.

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The activity began with a presentation on the importance of digital marketing for micro, small, and medium enterprises. This session aimed to provide participants with an understanding of shifting marketing trends, the benefits of social media as a promotional tool, and the opportunities offered by digital marketing. The material was presented in an interactive manner, linking social media marketing concepts to the current marketing landscape for “kerupuk jari”, which has traditionally been dominated by conventional methods. This approach was adopted to help participants grasp that social media serves not only as a communication channel but also as a means to build product identity, introduce products, and reach a broader base of potential customers (Chan et al., 2023).

Following the presentation of the material, the activity proceeded with an interactive training and mentoring session. Participants were given the opportunity to practice using social media for promotion, create simple content, and discuss the various challenges they face in marketing their products. A practical approach was adopted to ensure participants not only gained theoretical knowledge but also acquired hands on experience in using digital media for marketing purposes. Social media marketing training for micro, small, and medium enterprises can serve as a means to enhance business owners' capabilities in optimizing social media for promotion and supporting increased product marketing (Octavini et al., 2025).

Throughout the event, participants engaged enthusiastically with the scheduled activities and actively took part in discussions and practical exercises regarding the use of social media for promotion. They were also given the opportunity to raise questions and address issues related to product marketing, social media management, content creation, and strategies for introducing products to consumers via digital platforms. The participants' involvement in these discussions and practical sessions demonstrated a keen interest in leveraging digital technology for marketing purposes. This aligns with the findings of Chan et al. (2023), who emphasize the importance of optimizing social media marketing by enhancing social media management skills to effectively support marketing activities.

Overall, the activities at this stage provided “kerupuk jari” micro, small, and medium enterprises with a foundation of knowledge and practical experience regarding the use of social media for promotion. The program went beyond mere information delivery, offering participants opportunities to experiment, engage in discussions, and receive direct guidance. Consequently, these activities are expected to serve as a starting point for micro, small, and medium enterprises to develop more adaptive marketing strategies through social media, thereby increasing the likelihood of their “kerupuk jari” gaining recognition among consumers across a wider market reach.



Figure 2. Documentation of Mentoring Activities and Discussions with "Kerupuk Jari"

Social Media Marketing Workshop

The initial phase of this community service activity began with an educational session on the importance of social media marketing as a strategy for micro, small, and medium enterprises producing “kerupuk jari” in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency. This activity aimed to enhance participants' understanding of digital marketing trends and to encourage a shift in marketing approaches moving away from conventional methods toward the use of social media for promotion. The session combined presentations with interactive discussions, enabling participants to grasp fundamental digital marketing concepts while also sharing the challenges they face in marketing their products. Providing insight into digital marketing is

crucial, as leveraging digital technology can assist micro, small, and medium enterprises in enhancing promotional activities and expanding market opportunities for their products (Bangun & Purnama, 2023).

The outreach material focused on introducing the concept of social media marketing, the benefits of social media as a promotional tool, and the opportunities available for micro, small, and medium enterprises to expand their market reach. The community service team explained that social media serves not only as a communication channel but also as a medium for building product branding, enhancing consumer interaction, and introducing products to a wider audience. Utilizing social media for marketing offers small and medium sized enterprises the opportunity to disseminate product information more broadly by leveraging the characteristics of digital communication (Siswanto, 2013). Social media serves as an effective marketing alternative because it enables businesses to reach potential customers at a relatively low cost compared to conventional marketing methods (Yulia, 2018).

During the outreach session, participants gained an understanding of the importance of managing social media strategically. Social media usage should not be limited to merely posting product information; rather, it requires effective management through the creation of engaging content, the provision of clear product details, and communication tailored to consumer needs. Optimising digital marketing for micro, small, and medium enterprises serves as a means to enhance business owners' ability to leverage technology within their marketing activities (Bangun & Purnama, 2023). Consequently, participants were encouraged to recognise that a social media presence must be accompanied by effective management skills to yield optimal benefits for business development.

During the discussion session, participants noted that their marketing activities have largely relied on direct sales specifically, placing products in local eateries and small grocery shops and using WhatsApp groups to communicate with customers. This situation indicates that social media platforms have not yet been optimally utilized for promotion. The limited use of digital media is a key issue to address, given that social media can serve as a marketing tool to help small and medium-sized enterprises introduce their products to a wider consumer base (Siswanto, 2013). Therefore, this outreach activity aims to provide insights into the importance of adapting to digital technology advancements, enabling micro, small, and medium enterprises to enhance their competitiveness through more modern marketing strategies.

The outreach session was conducted in an interactive manner, engaging participants in Q&A sessions and discussions regarding the opportunities and challenges of digital marketing. Participant enthusiasm was evident throughout the event, particularly during discussions on strategies to use "kerupuk jari" with consumers via social media. This indicates that micro, small, and medium enterprises operators are interested in leveraging digital media for promotion but still require guidance to implement digital marketing strategies sustainably. Educational activities and social media marketing optimization can serve as part of efforts to enhance business owners' capabilities in utilizing digital media to support marketing activities (Solihin et al., 2026). This aligns with the findings of

Handayani et al. (2024), who state that the use of social media can serve as an effective digital marketing tool for expanding market reach and boosting the competitiveness of micro, small, and medium enterprises products.

Apart from providing an understanding of the benefits of social media, counseling is also aimed at building participants' awareness of the importance of consistency in utilizing digital media. micro, small, and medium enterprises need to understand that marketing via social media is a process that requires continuous management, both in preparing content, conveying product information, and interacting with consumers. Optimizing social media as a marketing medium can provide benefits if business actors are able to use it in a targeted manner according to business characteristics and market needs (Siswanto, 2013). Therefore, outreach materials not only emphasize the use of digital platforms but also change mindsets in viewing social media as part of a business marketing strategy.

As the initial phase of the community service program, the outreach session establishes a foundational understanding of the importance of social media marketing for business development. This understanding prepares participants for the subsequent stage practical training on social media usage which focuses on account creation, content management, and the formulation of digital promotion strategies tailored to the specific characteristics of the "kerupuk jari" micro, small, and medium enterprises. Through this session, participants are expected to gain an initial grasp of the benefits of digital marketing and become ready to engage in the hands-on activities of the next stage. This progression is crucial because enhanced understanding must be complemented by practical skills to ensure that social media can be effectively applied to actual marketing operations (Bangun & Purnama, 2023).



Figure 3. Conducting a Social Media Marketing Workshop for Micro, Small, and Medium Sized Enterprises Producing “Kerupuk Jari”

Social Media Management Training

After participants gained an understanding of the importance of social media marketing through an introductory session, the next stage involved training on social media management as a means to promote products from micro, small, and medium enterprises. This training aimed to equip owners with practical skills in utilising various social media platforms for digital marketing. The activities focused on introducing and using platforms widely employed for promotional purposes, namely Instagram, TikTok, Facebook, and YouTube. Effective social media management is crucial, as social media marketing activities can influence consumer interest in products and support the purchasing decision making process (Hanjaya et al., 2023).

The training was conducted using a hands-on practical approach, facilitated by the community service team. During this stage, participants learned how to create social media accounts and manage business profiles, while also gaining an understanding of each platform's role in supporting promotional activities. Furthermore, participants were educated on the importance of consistent content posting to build a business identity and enhance engagement with potential customers. A practical approach was selected to ensure participants not only grasped digital marketing concepts but also gained direct experience in using social media for promotion. The ability of owners to manage social media is crucial, as its use in marketing must be geared toward fostering consumer communication and influencing purchasing decisions (Hanjaya et al., 2023).

The training material also covers the creation of engaging promotional content using supporting applications, such as Canva for visual design and CapCut for basic video editing. Participants are introduced to techniques for crafting informative and compelling content, enabling them to showcase their "kerupuk jari" in a more professional manner. The material is delivered in stages to allow participants to follow the content creation process at their own pace. It is hoped that this engaging and informative content will help business owners communicate their product's strengths to potential customers via digital media. In the context of marketing for micro, small, and medium enterprises, the use of social media can serve as a marketing activity that fosters consumer interest in the product (Hanjaya et al., 2023).

In addition to social media management, participants were introduced to the use of online marketplaces specifically Shopee as an alternative digital marketing channel. This introduction aimed to demonstrate that product marketing is not limited to social media but can also be expanded through e-commerce platforms that offer a wider market reach. Consequently, players gain access to a variety of digital channels to broaden market access and boost sales opportunities. Leveraging these diverse digital channels is expected to complement existing promotional strategies – which have traditionally relied on conventional methods thereby enabling the "kerupuk jari" products to reach potential customers through a wider range of media.

Throughout the training, participants demonstrated great enthusiasm while engaging in the various practical sessions and discussions. They raised questions regarding social media account management, the creation of promotional content, and strategies for introducing products to consumers via digital platforms. This enthusiasm indicates that micro, small, and medium enterprises are motivated to adopt digital technology for marketing purposes, although they still require ongoing guidance to implement social media marketing strategies sustainably. These findings demonstrate that the training not only imparted knowledge about social media but also provided participants with firsthand insight into how digital media can be leveraged for marketing activities. This aligns with the findings of Hanjaya et al. (2023), which highlight the link between social media marketing and consumer purchasing decisions within micro, small, and medium enterprises.

Overall, the social media management training provided "kerupuk jari" operators with practical experience in navigating and utilizing various digital platforms for promotional purposes. Participants were not only introduced to social media usage but also equipped with fundamental skills in account management, content creation, and business identity building, as well as an understanding of online marketplaces as alternative marketing channels. This stage served as a crucial bridge between the knowledge gained during earlier outreach sessions and the actual implementation of digital marketing strategies. With these skills, micro, small, and medium enterprises are expected to be better prepared to expand their digital product promotions and reach a wider consumer base.

Product Branding and Marketplace Support

Following the outreach and training sessions, the community service initiative proceeded to a mentoring phase designed to assist micro, small, and medium enterprises in implementing the knowledge they had acquired. This mentoring was conducted through direct interaction- including discussions, consultations, and hands-on practice to provide participants with guidance on applying digital marketing strategies tailored to the specific characteristics of the "kerupuk jari" business. This stage was crucial, as it offered participants the opportunity to address the various challenges encountered during social media management and the preparation of products for the digital market.

One of the key areas of support provided was strengthening product branding. The community service team emphasized the importance of visual identity as a factor that enhances a product's appeal to consumers. This assistance involved guidance on logo creation, packaging design selection, and presenting product information in a more engaging and recognizable manner. These efforts aim to help micro, small, and medium enterprises build a more professional product image, thereby adding value when marketing their products via social media or other digital platforms.

Apart from strengthening branding, assistance is also directed at utilizing the marketplace as an alternative marketing channel. At this stage, participants are given guidance regarding the use of Shopee as an electronic trading platform that can be used to expand product marketing reach. The service team explained that the existence of a marketplace can complement the function of social media as a promotional medium so that promotional and transaction processes can be carried out through integrated digital platforms. In this way, micro, small, and medium enterprises not only introduce their products to potential consumers via social media but also have sales facilities that are more easily accessible to the public.

Throughout the mentoring process, participants actively discussed various aspects of business development ranging from the presentation of promotional content and product visuals to digital marketing strategies tailored to their specific business contexts. The interaction between the outreach team and the participants demonstrated that the mentoring activities provided a platform for business owners to find solutions to the challenges encountered during the marketing digitalization process. Continuous mentoring is also a crucial step in ensuring the successful implementation of social media marketing, as micro, small, and medium enterprises require time to adapt to the use of digital technology in their business operations (Handayani et al., 2024).

Through this mentoring initiative, micro, small, and medium enterprises not only gain an understanding of the importance of branding and online marketplaces but also receive guidance on implementing digital marketing strategies incrementally, tailored to their specific business needs. This mentoring serves as a bridge between the knowledge acquired during the outreach and training phases and the actual implementation of product marketing activities. Consequently, the community service initiative extends beyond the mere delivery of information; it provides tangible support to partners as they embark on a marketing transformation process aimed at optimising their use of digital media.

Impact of Community Service Activities

The series of outreach, training, and mentoring activities conducted has positively impacted the capacity building of "kerupuk jari" in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency. This impact is evident in the participants' increased understanding of the importance of digital marketing as a strategy to expand the reach of product promotion. Prior to the implementation of these community service activities, most relied on conventional marketing methods such as consigning products to local eateries and grocery stalls or using WhatsApp groups for customer communication. Following the activities, participants gained insights into various digital media alternatives that could be utilized to support their product marketing efforts.

In addition to providing an understanding of digital marketing, this community service initiative offers participants practical experience in utilizing social media for promotional purposes. Through training and mentoring, participants are introduced to platforms such as Instagram, TikTok, Facebook, and YouTube for promotion, as well as tools like Canva and CapCut for creating digital content. Introducing these platforms is intended to serve as a starting point for micro, small, and medium enterprises to develop marketing strategies that are more adaptable to advancements in information technology.

Another observable impact of the activity was increased participant participation in discussions and practical exercises. Participant enthusiasm was evident in their active engagement during Q&A sessions, consultations, and hands-on practice regarding social media management and the creation of promotional content. This demonstrates a keen interest among micro, small, and medium enterprises in leveraging digital technology as part of their business development strategies. However, the process of adapting to digital marketing requires ongoing guidance to ensure that the skills acquired can be consistently applied in daily business operations.

The implementation of this activity reinforces the understanding that digital transformation in the micro, small, and medium enterprise sector depends not only on the availability of technology but also on enhancing human resource capacity to utilize that technology effectively. Consequently, an integrated approach combining outreach, training, and mentoring serves as a relevant strategy to support the digitalization. These findings align with Handayani et al. (2024), who state that utilizing social media for digital marketing can support marketing development, provided it is accompanied by an improvement in the business owners' competencies. Furthermore, Yulia (2018) explains that optimizing social media can serve as an effective marketing communication strategy for introducing products to a broader audience.

Overall, this community service initiative has helped broaden the perspectives of micro, small, and medium enterprises regarding the importance of digital marketing transformation. Although the long-term impact on sales growth has not yet been evaluated, the outreach, training, and mentoring sessions have established a foundational basis for these to begin developing more targeted product promotions via social media and online marketplaces. Moving forward, continued mentoring is essential to ensure the sustainable implementation of digital marketing strategies and to maximize benefits for the growth of the "kerupuk jari".



Figure 4. Group Photo of the Community Service Team and the “Kerupuk Jari” Entrepreneurs Following the Activity.

CONCLUSIONS AND RECOMMENDATIONS

A community service initiative was carried out in Sambiroto Hamlet (RT 07), Pare Village, Mondokan District, Sragen Regency, comprising a series of outreach sessions, training, and mentoring focused on utilizing social media marketing to promote a micro, small, and medium enterprise producing "kerupuk jari". The program provided business owners with insights into the importance of transitioning from conventional marketing methods to digital-based marketing. Furthermore, participants gained practical experience in navigating and utilizing various social media platforms such as Instagram, TikTok, Facebook, and YouTube alongside supporting applications like Canva and CapCut to enhance product promotion. The mentoring also introduced the use of online marketplaces as alternative marketing channels to help expand market reach.

Based on the implementation of these activities, this service program shows that increasing digital literacy is an important first step in supporting the marketing development of micro, small, and medium enterprises. Therefore, ongoing assistance is needed so that business actors are increasingly able to manage social media, develop product branding, and optimize the use of marketplaces in their business activities. Collaboration between universities, village governments, and micro, small, and medium enterprises also needs to continue to be strengthened to support the digitalization of marketing processes so that they can increase the competitiveness and sustainability of micro, small, and medium enterprises "kerupuk jari" in Sambiroto Hamlet.

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