

ENHANCING THE DIGITAL CAPACITY OF LOCAL CULINARY MSMEs THROUGH CREATIVE CONTENT TRAINING ON INSTAGRAM AND TIKTOK

Muhamad Al Faruq Abdullah^{1*}, Magito², Wenny Desty Febrian³

^{1,2,3}Faculty of Business and Social Sciences, Universitas Dian Nusantara, Jakarta, Indonesia

Email Correspondence: alfaruq@undira.ac.id

ABSTRACT

This community service initiative aimed to strengthen the digital marketing capabilities of local culinary MSMEs in Jatimekar, Bekasi, by providing hands-on training on the use of Instagram and TikTok for promotional purposes. Conducted on June 15, 2025, the program involved 25 participants from small-scale food and beverage enterprises. The training covered digital promotion strategies, content creation using tools like Canva and CapCut, and techniques for enhancing brand awareness through storytelling and visual media. Implemented through interactive sessions and direct mentoring, the program resulted in increased participant understanding of digital marketing and improved confidence in creating promotional content. Post-training evaluations showed that over 80% of participants successfully produced and shared content on social media platforms. The initiative demonstrated the effectiveness of structured and participatory digital literacy programs in supporting sustainable business growth and expanding market reach for MSMEs in the digital economy.

Keywords: MSMEs, Digital Training, Social Media, Instagram, TikTok

INTRODUCTION

In the era of digital transformation, micro, small, and medium enterprises (MSMEs) are encouraged to adopt social media platforms as strategic tools to improve marketing performance. The culinary MSME sector, particularly those selling local snacks and beverages, faces both opportunities and challenges in responding to digital trends. As consumer behavior shifts towards online consumption and social media-based exploration, platforms such as Instagram and TikTok have emerged as dominant forces in product discovery and promotion (Supriyadi et al., 2022).

However, many culinary MSMEs still encounter digital capability gaps, particularly in creating engaging content and building brand awareness. According to (Nurhutamil et al., 2024; Putri et al., 2023), digital promotion strategies via social media influencers significantly impact consumer buying interest, especially in the culinary segment. Yet, it is not only influencers who can drive such changes—empowered MSME owners can also act as their own promoters by mastering content creation skills and leveraging platform features such as short videos, reels, hashtags, and interactive stories.

The community service (Pengabdian kepada Masyarakat - PkM) initiative targets a culinary MSME group located in Jatimekar, Bekasi, with 25 confirmed participants. Their core need lies in building their promotional capacity through creative content using Instagram and TikTok. This aligns with research by (Al et al., 2024), which emphasized

that storytelling, visual aesthetics, and consistent digital engagement are crucial drivers of product interest and brand connection.

Furthermore, the use of mobile video content has been shown to be especially effective in raising visibility and emotional resonance among local consumers (Maulanal et al., 2024). However, the absence of structured training for MSMEs to manage content production has resulted in inconsistent promotional efforts, weak engagement, and limited follower growth. As highlighted in the Jurnal Industri Kreatif dan Kewirausahaan, small-scale food business owners struggle with relevance, reach, and resonance unless they receive proper guidance

Therefore, this PKM project was initiated with three main goals: (1) to provide a foundational understanding of promotional strategy using Instagram and TikTok; (2) to equip MSMEs with basic content creation skills, including captioning, videography, and hashtag utilization; and (3) to assist participants in developing brand awareness and enhancing consumer engagement through a series of interactive training sessions.

The urgency of this activity is supported by the need for MSMEs to stay competitive in the post-pandemic digital economy, where online presence can determine business sustainability (Purwandani et al., 2024; Nisal et al., 2024). Through participatory learning, mentoring, and practical workshops, this PKM initiative aims to strengthen the digital resilience of local culinary MSMEs and bridge the gap between traditional promotion and contemporary digital branding.

METHOD OF IMPLEMENTATION

The community service activity titled *"Enhancing the Digital Capacity of Local Culinary MSMEs Through Creative Content Training on Instagram and TikTok"* was conducted on Sunday, June 15, 2025, in Jatimekar, Pondok Gede, Bekasi, specifically located at Jl. Raya Jati Makmur No.31 2, RT.001/RW.009. This activity was attended by 25 confirmed MSME participants focusing on local snack and beverage products.

The method of implementation was divided into five key stages: preparation, socialization, training, practice and mentoring, and evaluation. Each stage was designed to ensure maximum participant involvement, skill acquisition, and post-activity sustainability. The training adopted a combination of interactive presentations, hands-on demonstrations, and personalized feedback sessions to cater to various learning styles of MSME owners.

Table 1. Implementation Timeline and Stages

No	Stage of Implementation	Description	Tools & Media Used	Time
1	Preparation	Coordination with local leaders, identifying MSMEs, distributing invitations	WhatsApp group, Google Forms	1–10 June 2025
2	Socialization	Introduction to program goals, sharing success stories from past training	Slide presentation, projector	15 June 2025 (08.00–08.30)

3	Training Session	Digital marketing overview, Instagram & TikTok algorithm basics	PowerPoint, real-time screen demo	08.30–10.00
4	Practical Content Creation	Creating simple promotional videos, using Canva & CapCut apps	Smartphones, Canva, CapCut, Instagram, TikTok	10.00–11.00
5	Mentoring & Evaluation	Direct feedback on participant content, evaluation questionnaire	Observation sheets, Google Form, post-test	11.00–11.30

Prior to implementation, a coordination meeting was conducted with the head of the local UMKM community and RT leaders to map the needs of the participants. Invitation letters and registration forms were distributed via WhatsApp and direct outreach. A total of 25 participants confirmed their attendance.

On the day of the event, the program began with a brief socialization session outlining the importance of digital marketing in today's culinary business environment. This was followed by a structured training session covering Instagram and TikTok content strategies, including key topics such as video orientation (portrait vs landscape), caption writing, hashtag usage, algorithm awareness, and audience targeting.

Participants then engaged in hands-on practice, where they created short-form promotional content using their own smartphones. They learned to edit videos using the CapCut app, design simple product flyers on Canva, and directly upload content to Instagram and TikTok. This experiential approach enabled the MSME owners to gain confidence in managing their own digital presence.

Finally, an evaluation was conducted using a simple post-training questionnaire to assess knowledge gained, confidence improvement, and plans for implementation. Mentoring was also provided during content creation to give personalized guidance. Based on observation, over 80% of participants were able to produce and upload at least one promotional content post by the end of the session. This community service program was not only practical but also sustainable, as it empowered participants to continue applying the skills independently after the training, with follow-up support available via WhatsApp mentoring group.

RESULTS AND DISCUSSION

The community service activity conducted on Sunday, June 15, 2025, in Jatimekar, Bekasi, yielded several tangible and intangible outcomes aligned with the goals of improving digital capacity among local culinary MSMEs.



Figure 1. Group Photo Session After the Workshop

The entire program was carried out through a structured process consisting of three stages: preparation, implementation, and evaluation. In the preparation stage, the team conducted an initial needs assessment through informal interviews and observations to understand the participants' familiarity with social media platforms, especially Instagram and TikTok. These findings were then used to design training materials that emphasized practical skills in digital marketing, such as content planning, visual storytelling, and promotional strategies using mobile applications. During the implementation stage, the activity took place in the form of a one-day interactive workshop. The session began with the delivery of material on the principles of digital promotion and branding via social media, followed by a hands-on practice where participants created their own content to promote their culinary products. The workshop concluded with a showcase and reflection session where participants presented their content and received feedback from trainers and peers.

In the final evaluation stage, the team collected feedback through a post-training questionnaire and observed participants' ability to apply the material. This approach provided a comprehensive understanding of the participants' learning progress and their readiness to implement digital marketing strategies independently.

1. Increased Understanding of Digital Marketing

Based on post-training evaluations, 88% of participants demonstrated a better understanding of digital promotion strategies on Instagram and TikTok.

Participants gained insights into the importance of hashtags, storytelling, consistency in posting, and content relevance to target audiences.

2. Content Creation Skills Improved

During the practical session, each participant was required to create at least one piece of digital content. As a result, 22 out of 25 participants successfully created a promotional video using CapCut. All participants designed a product flyer or promotional post using Canva. 19 participants were able to upload their content to either Instagram or TikTok independently.

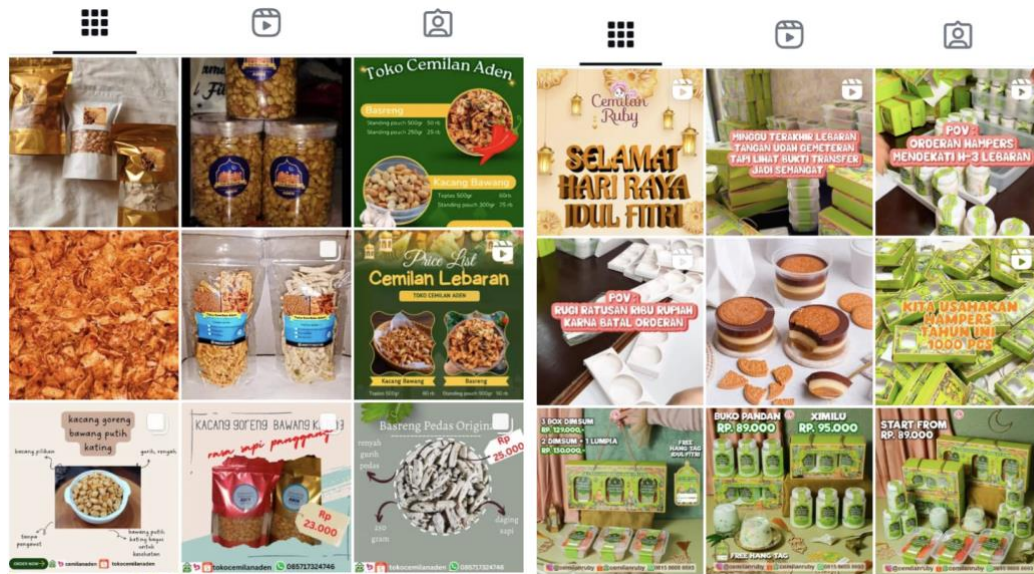


Figure 2. Sample of Content Created by Participants

This demonstrates the effectiveness of the hands-on approach in empowering MSMEs to overcome technological hesitation and build practical digital skills.

3. Participant Testimonials and Feedback

Participants expressed high levels of satisfaction, especially due to the approachable and interactive nature of the training. One participant noted: *“It was my first time creating a video for TikTok. I realized it was actually fun and easy, especially since I could directly promote my product!”*

Another stated:

“I used to sell only through WhatsApp. Now I know how to make engaging content for Instagram — and right after posting, someone messaged me asking about my product.”

4. Post-Training Monitoring and Digital Engagement

A WhatsApp group was created for continuous mentoring and follow-up support. Within a week after the event, 7 participants reported increased engagement (likes, views, and direct messages) on their posts. One participant gained 30 new followers after uploading a TikTok video created during the training.

5. Challenges Faced

Despite the success, several challenges were noted:

- Signal and internet speed were sometimes unstable, affecting content uploads.

- A few participants needed more time to understand app functions, especially those over 50 years old.
- Some participants were hesitant to appear on video, indicating the need for alternative strategies like voiceover content or product-only displays.

The results of this PKM initiative validate previous research which highlighted that equipping MSMEs with simple and actionable digital tools significantly boosts their confidence and business outreach (Sitorus & Nesner, 2024; Mahendral & Utami, 2024). The success of this program also supports the findings from the JIKK Journal, particularly the study by Syahrudin et al. (2021) which noted that active visual branding through social media significantly increases MSME product visibility and consumer trust.



Figure 3. Presentation on Digital Promotion and Branding via Social Media

The practical orientation of this training proved to be highly suitable for culinary MSMEs, as it addressed their real-world limitations: time constraints, low digital literacy, and resource scarcity. As shown by (Kasman et al., 2024), using short-form video content is both accessible and impactful—especially when combined with local storytelling techniques that resonate emotionally with audiences. This community service activity not only equipped participants with technical skills but also nurtured a mindset shift—from passive sellers to active digital promoters of their own brands. These results emphasize the strategic value of grassroots digital literacy in supporting MSME resilience and growth in Indonesia's digital economy.

CONCLUSIONS AND SUGGESTIONS

This community service initiative successfully addressed the digital promotion challenges faced by culinary MSMEs in Jatimekar, Bekasi. The interactive training on

Instagram and TikTok enabled participants to significantly enhance their understanding of digital marketing strategies and provided them with valuable hands-on experience in creating promotional content using accessible tools such as CapCut and Canva. The outcomes of the program demonstrated that digital literacy can be effectively introduced to MSME actors through practical, step-by-step mentoring approaches. Participants reported increased confidence in promoting their own products online, and early indicators showed a positive shift in social media engagement shortly after the training, as reflected in rising numbers of views, likes, and direct messages on their posts.

These findings emphasize the importance of designing structured training programs that are aligned with the specific needs and digital readiness of local MSMEs to help improve their competitiveness in the evolving digital economy. For future initiatives, it is recommended to provide continued support through periodic mentoring and refresher sessions to sustain the momentum of digital promotion practices. Developing segmented training modules tailored to participants' varying levels of digital proficiency—ranging from beginner to advanced—would also enhance learning outcomes. Moreover, collaboration with relevant stakeholders such as local government bodies and private sector partners can strengthen the impact and scalability of similar programs, especially through additional funding and wider digital outreach campaigns. Lastly, offering user-friendly content templates and accessible tutorial videos will be highly beneficial for MSMEs who may face challenges in design or video editing, thereby ensuring inclusivity and broader adoption of digital tools.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to Lembaga Riset dan Pengabdian kepada Masyarakat (LRPM) Universitas Dian Nusantara (Undira) for the financial support and facilitation of this community service activity. Without the support from LRPM Undira, this program—aimed at enhancing the digital capacity of local culinary MSMEs through Instagram and TikTok content training—would not have been possible. The authors also extend appreciation to the local MSME participants in Jatimekar, Bekasi, for their enthusiastic participation, and to the community leaders who assisted in coordinating and ensuring the success of this initiative.

REFERENCES

- Al, M., Abdullah, F., Febrian, W. D., Perkasa, D. H., & Alhazami, L. (2024). Strategies for Utilizing TikTok in Small and Medium Enterprises' Digital Marketing. *DIJEMSS*, 6(1). <https://doi.org/10.38035/dijemss.v6i1>
- Annisa Nurhutamil, M., Mu, A., Azhar Yamin, A., Pahrulroji, A., Madania Insani, H., & Produk Industri, D. (2024). *PROMOTING THE COMPETITIVENESS OF TASIKMALAYA UMKM THROUGH STRATEGIES FOR PRODUCT INNOVATION DEVELOPMENT* (Vol. 7, Issue 2).
- Hazar Sitorus, S., & Nesner, Y. (2024). *SEMANGAT WIRAUSAHA: PERAN PENGETAHUAN WIRAUSAHA DAN MOTIVASI* (Vol. 7, Issue 1).
- Indah Purwandani, O., Sofyanty, D., Fausta Raynor, A., & Aliffiana, S. (2024). PELATIHAN PEMANFAATAN APLIKASI TIKTOK SHOP SEBAGAI MEDIA PEMASARAN PADA RUMAH PANGAN LOKAL INDONESIA. *JPM Jurnal Pengabdian Mandiri*, 3(8). <http://bajangjournal.com/index.php/JPM>
- Kasman, K., Retno Utami, A., Hamdanur, P., Ekonomi, F., Bisnis, D., Sahid, U., Prof, J., No, S., & Selatan, J. (2024). *EDUKASI WIRAUSAHA DAN MEMBANGUN USAHA KECIL KEPADA TUKANG OJEK PANGKALAN, KECAMATAN BOJONGGEDE, KAB. BOGOR, JAWA BARAT* (Vol. 7, Issue 1).
- Mahendral, A. R., & Retno Utami, A. (2024). *EFEKTIVITAS PROMOSI DIGITAL MELALUI SOCIAL MEDIA FOOD INFLUENCER TERHADAP MINAT PEMBELIAN KONSUMEN* (Vol. 7, Issue 2).
- Maulanal, R., Wulandari, S., Rochmadi Putra, G., Muhtaji, A., Agribisnis, P., Pertanian, F., & Pertanian STIPER Yogyakarta, I. (2024). *PEMBERDAYAAN MASYARAKAT MELALUI PELATIHAN KERAJINAN "BU FIA" (BONSAI JAMBU RAFIA) PADA PKK DESA JATIREJO* (Vol. 7, Issue 1).
- Nisal, I. R., Subhan, R., Ekonomi, F., Islam, B., Kyai, U., Achmad, H., & Jember, S. (2024). *WIRAUSAHA SUKSES MELALUI STRATEGI KOMUNIKASI YANG EFEKTIF DALAM BISNIS* (Vol. 7, Issue 1).
- Ranti Eka Putri, M. Wasito, & Ayu Nadia Lestari. (2023). Sosialisasi Pemanfaatan Media Sosial Sebagai Media Promosi Produk UMKM Desa Suka Damai. *JURPIKAT (Jurnal Pengabdian Kepada Masyarakat)*, 4(3), 667–675. <https://doi.org/10.37339/jurpikat.v4i3.1550>
- Supriyadi, S., Christian, A., Suryani, I., & Rusdi, I. (2022). Pelatihan Canva Dalam Pembuatan Konten Promosi Media Sosial TikTok Pada Fatayat NU. *Jurnal Altifani Penelitian Dan Pengabdian Kepada Masyarakat*, 2(6), 566–572. <https://doi.org/10.25008/altifani.v2i6.290>