

# Optimizing Social Media for Promotion and Branding of MSME Products in Borobudur Tourism Village, Indonesia

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**Abstract.** Micro, Small, and Medium Enterprises (MSMEs) in Borobudur Tourism Village have significant potential to support the local economy and tourism sector. However, many MSME actors still face limitations in utilizing social media for product promotion and branding. This community service program aims to improve the digital marketing capacity of MSME actors through training and assistance in the use of social media. The methods included digital marketing training, visual content and storytelling workshops, mentoring in social media management, and facilitation of e-commerce platform utilization. The program involved 50 MSME actors in Borobudur Tourism Village. The results indicate an improvement in participants' understanding of digital marketing, enhanced quality of promotional content, and increased social media marketing activities. Several MSMEs also began utilizing e-commerce platforms to expand their market reach. These results demonstrate that social media utilization can serve as an effective strategy to strengthen promotion, branding, and competitiveness of MSME products in tourism villages.

**Keywords:** digital marketing; social media; MSMEs; tourism village; product branding

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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in strengthening local economies, particularly in tourism-based regions. In Indonesia, tourism villages have become an important model for integrating community participation, cultural preservation, and economic development. One prominent example is Borobudur Tourism Village in Magelang Regency, Central Java, which has developed as a tourism destination closely connected with the world-famous Borobudur Temple. The development of tourism villages around Borobudur has created new economic opportunities for local communities, especially through small-scale businesses producing handicrafts, souvenirs, and culinary products that reflect local culture and heritage (Arintoko et al., 2020).

Borobudur Temple itself represents not only a historical and religious monument but also a

cultural landscape that attracts international tourism attention. Its architectural structure, reliefs, and cultural symbolism provide strong cultural narratives that contribute to tourism development in the surrounding region (Suebsantiwongse, 2022; Ashari et al., 2021). In addition, the Borobudur area has experienced increasing tourism activity and infrastructure development aimed at improving visitor experiences and accessibility (Andiyan & Cardiah, 2021). These developments create opportunities for local MSMEs to participate in tourism-related economic activities.

However, the rapid growth of tourism does not automatically translate into optimal economic benefits for local communities. Many MSMEs still face challenges in promoting and marketing their products effectively, particularly in the digital era. Research on tourism sustainability in the Borobudur area indicates that community involvement and local economic empowerment remain crucial factors for maintaining the long-term sustainability of tourism development

(Untoro et al., 2021). Without proper marketing strategies, many local products remain limited to small local markets and fail to reach broader consumer segments.

The development of digital technology has significantly transformed marketing practices in various sectors, including tourism and small businesses. Social media platforms allow businesses to communicate directly with consumers, share product information, and build brand identities through digital storytelling and visual promotion. These platforms have become essential tools for small businesses to expand their market reach with relatively low operational costs. In tourism areas such as Borobudur, digital promotion can also support destination branding and enhance the visibility of local products associated with cultural heritage and tourism experiences.

Research in the importance of integrating digital technology and data analysis in tourism management and marketing strategies. For example, sentiment analysis of tourism-related services in the Borobudur area shows that digital platforms increasingly influence public perception and decision-making related to tourism activities (Kundana, 2023). This finding suggests that digital platforms, including social media, play a crucial role in shaping tourism experiences and promoting local economic activities.

Technological innovation has also been widely applied in the documentation and preservation of Borobudur's cultural heritage, including the digital reconstruction of temple reliefs using advanced technologies (Pan et al., 2022). These developments illustrate how digital transformation has become an integral part of tourism management and cultural promotion in the Borobudur area. Therefore, integrating digital marketing strategies into local business development can further strengthen the relationship between tourism, culture, and local economic activities.

Another important aspect of tourism development around Borobudur is the role of local economic actors, including small vendors and MSMEs operating in the temple area and surrounding tourism villages. Studies related to economic sustainability in the Borobudur area show that small businesses play an important role in supporting tourism activities and providing economic opportunities for local communities (Ratnadewati et al., 2024). However, many of these businesses still rely on traditional marketing approaches and have not yet fully utilized digital

platforms to promote their products.

Despite the growing importance of digital marketing, many MSME actors in Borobudur Tourism Village still face limitations in utilizing social media for product promotion and branding. Some business owners have social media accounts, but their use is often inconsistent and lacks strategic planning. Content uploaded on social media platforms is often irregular, visually unattractive, or lacks storytelling elements that could strengthen product identity and consumer engagement. As a result, the potential of social media as a promotional tool remains underutilized.

From the perspective of community empowerment, strengthening the digital marketing capacity of MSMEs is an important strategy to support sustainable tourism development. Training and mentoring programs that focus on social media utilization, visual content creation, and branding strategies can help MSME actors improve their competitiveness and expand their market reach. Such initiatives not only benefit individual businesses but also contribute to the broader development of tourism villages as integrated cultural and economic destinations.

Based on the background described above, the main problem addressed in this community service program is the limited capacity of MSME actors in Borobudur Tourism Village to utilize social media as an effective tool for product promotion and branding. These limitations include insufficient knowledge of digital marketing strategies, limited skills in producing attractive promotional content, and the absence of structured social media management.

Therefore, this community service program aims to enhance the digital marketing capacity of MSME actors through social media training and mentoring activities. The program focuses on improving participants' knowledge and skills in digital marketing, strengthening product branding strategies, and optimizing the use of social media platforms for product promotion. Through these efforts, MSMEs in Borobudur Tourism Village are expected to increase their competitiveness, expand their market reach, and contribute more significantly to local economic development.

## METHODS

This community service program was implemented in Borobudur Tourism Village, Magelang Regency, Central Java, Indonesia, with

the primary objective of improving the digital marketing capacity of Micro, Small, and Medium Enterprises (MSMEs) through the effective use of social media for product promotion and branding. The program involved 50 MSME actors who operate in various sectors, including handicrafts, culinary products, and local souvenirs that represent the cultural identity of the Borobudur area. The implementation of the program was conducted over an eight-month period and employed a participatory and capacity-building approach to ensure active involvement of the community partners throughout the entire process.

The implementation method consisted of several interconnected stages, including program preparation, training and capacity building, mentoring and implementation, market expansion support, and monitoring and evaluation. The first stage involved program preparation and coordination with local stakeholders, including village authorities and MSME representatives. At this stage, a preliminary needs assessment was conducted to identify the main challenges faced by MSME actors in utilizing social media as a marketing tool. The results of the assessment indicated that most participants had limited knowledge of digital marketing strategies, lacked skills in creating attractive promotional content, and did not yet have structured social media management practices.

The second stage involved training and capacity building activities designed to improve participants' knowledge and practical skills related to digital marketing. The training sessions covered several topics, including the basic concepts of digital marketing, effective use of social media platforms such as Instagram, Facebook, and TikTok, techniques for creating visual content using smartphones, and the development of product storytelling to strengthen brand identity. In addition, participants were introduced to basic strategies for online promotion, including the use of hashtags, audience targeting, and simple digital advertising features. The training activities were conducted through interactive lectures, group discussions, and practical workshops that allowed participants to directly apply the knowledge gained during the sessions.

Following the training activities, the program continued with a mentoring and implementation stage aimed at assisting participants in applying the digital marketing strategies that had been introduced. During this stage, MSME actors received direct guidance in developing social

media content, improving product photography and descriptions, and organizing posting schedules for their business accounts. Mentoring activities were conducted both individually and in small groups to ensure that each participant received appropriate guidance based on their specific business needs. Participants were also introduced to several simple digital tools that could support content creation and social media management.

In addition to social media optimization, the program also included support for market expansion through the introduction of e-commerce platforms. Participants were guided in registering their products on several popular online marketplaces and were provided with basic knowledge on managing online product catalogs and responding to customer inquiries. This step was intended to help MSME actors reach broader markets beyond the local tourism area and to increase their business opportunities through digital channels.

To measure the level of success of the community service activities, several evaluation indicators were established. The first indicator focused on the improvement of participants' knowledge and understanding of digital marketing concepts, which was measured using pre-training and post-training assessments. The second indicator examined changes in participants' social media activities, including the frequency of posting, the quality of visual content, and the use of product descriptions and branding elements. The third indicator evaluated the level of engagement on social media platforms, such as the number of likes, comments, and followers on business accounts.

Additional indicators included the number of MSMEs that actively managed their social media accounts after the training and the number of participants who successfully registered their products on e-commerce platforms. These indicators were monitored during the mentoring period through regular observations and feedback sessions with participants. Data from these evaluations were analyzed descriptively to determine the extent to which the program achieved its objectives in improving digital marketing capacity and strengthening the promotional strategies of MSME actors in Borobudur Tourism Village. The evaluation results were then used as the basis for identifying program impacts and developing recommendations for future community empowerment initiatives.



**Figure 1.** Illustrates the physical environment of Borobudur Tourism Village

## RESULTS AND DISCUSSION

The community service program entitled *Optimizing Social Media for Promotion and Branding of MSME Products in Borobudur Tourism Village* was implemented to strengthen the marketing capacity of Micro, Small, and Medium Enterprises (MSMEs) located in the Borobudur tourism area. The program was designed to address the limited utilization of digital technology among local business actors, particularly in the use of social media as a strategic platform for product promotion and branding. Through a series of structured activities including training, mentoring, and digital content development, the program aimed to enhance the ability of MSME actors to promote their products effectively in the digital environment.

Borobudur Tourism Village represents a strategic tourism area that supports the economic activities of local communities. The village is located in the vicinity of Borobudur Temple, one of the most prominent cultural heritage sites in Indonesia and an internationally recognized tourism destination. The existence of tourism villages around Borobudur contributes significantly to the development of community-based tourism and provides opportunities for local residents to participate in tourism-related economic activities. **Figure 1** illustrates the physical environment of Borobudur Tourism Village, which serves as the location of the community service program.

The economic potential of tourism villages in the Borobudur area is closely related to the development of sustainable tourism ecosystems. Research on the tourism ecosystem in the Borobudur super-priority tourism destination emphasizes that the involvement of local communities and small-scale businesses is essential for maintaining sustainable tourism development (Muhamad et al., 2024). MSMEs in tourism villages produce a variety of products,

including handicrafts, traditional culinary products, and cultural souvenirs that represent the identity of the local community. These products have strong potential to support tourism activities and increase the income of local residents.

Despite these opportunities, the preliminary assessment conducted by the community service team revealed several challenges faced by MSME actors. Many MSMEs still rely on conventional marketing methods such as direct sales to visitors or promotion through local networks. Although some MSME actors have already created social media accounts, these platforms are rarely used systematically for business promotion. In many cases, product promotion is conducted irregularly without consistent branding strategies or attractive visual content.

The situation indicates a gap between the growing importance of digital marketing and the existing capabilities of local MSME actors. In the digital era, social media platforms play an increasingly important role in shaping consumer perception and influencing purchasing decisions. Online platforms enable businesses to reach wider audiences and create stronger brand identities through visual storytelling and interactive communication. Therefore, strengthening digital marketing capabilities among MSME actors has become a crucial step in supporting the economic sustainability of tourism villages.

The implementation of the community service program began with the preparation and coordination stage. At this stage, the community service team conducted discussions with village authorities and local MSME representatives to identify the specific needs of the community. The results of this initial assessment were used as the basis for designing training materials and mentoring strategies. The program was structured to ensure that the activities were relevant to the conditions and capabilities of the local community.

The next stage involved the implementation of digital marketing training sessions for MSME



**Figure 2.** illustrates the social and cultural activities of the community in Borobudur Tourism Village

participants. The training activities focused on introducing participants to the fundamental concepts of social media marketing. Topics discussed during the training included the characteristics of various social media platforms, strategies for creating attractive promotional content, and techniques for building product branding through digital communication. Participants were also introduced to the concept of storytelling as a marketing strategy that can strengthen emotional connections between businesses and consumers.

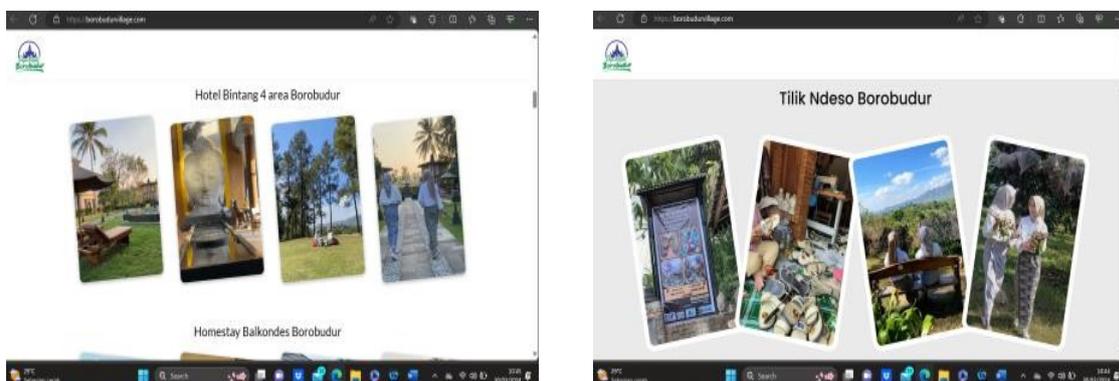
**Figure 2** illustrates the social and cultural activities of the community in Borobudur Tourism Village. The figure highlights the interaction between local communities and tourists, which represents an important aspect of tourism village development. Community participation is an essential element of tourism sustainability, as it allows local residents to actively contribute to tourism activities while maintaining their cultural identity.

During the training sessions, participants were encouraged to actively engage in practical exercises. They practiced taking product photographs using smartphones, designing simple

promotional posters, and writing product descriptions suitable for social media platforms. These activities were designed to provide hands-on experience for MSME actors so that they could immediately apply the knowledge obtained during the training.

In addition to training activities, participants were also introduced to existing digital promotion platforms used in the Borobudur tourism area. **Figure 3** presents the official website of Borobudur Tourism Village, which serves as an information platform for tourism activities and local businesses. The website plays an important role in providing information about tourism attractions, accommodation facilities, and local products available in the village.

Social media platforms such as Instagram have become increasingly important tools for tourism promotion. **Figure 4** illustrates the Instagram account used by Borobudur Tourism Village to promote tourism activities and local products. Social media platforms allow tourism destinations to communicate directly with potential visitors through visual content, short videos, and promotional campaigns. The use of social media platforms for tourism promotion is also consistent



**Figure 3.** Presents the official website of Borobudur Tourism Village

with recent studies emphasizing the importance of digital communication in strengthening tourism branding (Wibowo & Hariadi, 2024).



**Figure 4.** Illustrates the Instagram account used by Borobudur Tourism Village to promote tourism activities and local products

Following the training sessions, the program continued with mentoring activities aimed at assisting MSME actors in implementing the digital marketing strategies introduced during the training. During the mentoring phase, participants received guidance in improving their social media content and organizing their promotional activities more systematically. Mentors provided feedback on product photographs, promotional captions, and content consistency across different platforms (Pan et al., 2022).

The mentoring activities were conducted through both group discussions and individual consultations. This approach allowed participants to receive specific guidance according to the characteristics of their businesses. Some participants required assistance in improving product photography, while others needed support in developing stronger branding strategies (Andiyan & Cardiah, 2021; Untoro et al., 2021).

One of the important indicators used to evaluate the success of the program was the level of participation in training and mentoring activities. The program successfully involved 50 MSME actors who actively participated in all stages of the activities. The high level of participation indicates that local business actors

are highly interested in improving their digital marketing capabilities (Ashari et al., 2021).

Another indicator of success was the improvement in participants' understanding of digital marketing concepts. Based on the evaluation results, most participants demonstrated increased knowledge regarding the effective use of social media for business promotion. Participants became more aware of the importance of consistent content creation, visual quality, and storytelling in attracting consumer attention (Arintoko et al., 2020).

The results of this first phase of the program demonstrate that community-based training and mentoring can effectively improve the digital literacy of MSME actors in tourism villages. Strengthening digital marketing capabilities not only supports the promotion of local products but also contributes to the overall branding of tourism destinations. In the context of Borobudur Tourism Village, improving the digital presence of local businesses can enhance the visibility of local products and encourage greater participation of the community in tourism-driven economic activities (Ratnadewati et al., 2024).

The mentoring stage represented a crucial component of the program because it enabled participants to apply the knowledge obtained during the training sessions into practical business activities. Unlike conventional training programs that often end after the delivery of theoretical material, this community service initiative emphasized continuous guidance to ensure that MSME actors could implement digital marketing strategies effectively. During the mentoring process, participants were encouraged to redesign their social media profiles, improve the visual presentation of their products, and create more structured promotional content (Ratnadewati et al., 2024).

One of the main aspects emphasized during the mentoring phase was the importance of visual communication in digital marketing. In social media environments, visual content plays a significant role in attracting audience attention and influencing consumer perceptions. MSME actors were therefore guided to improve the quality of their product photographs by utilizing simple techniques such as proper lighting, background arrangement, and camera positioning. These improvements allowed participants to produce more professional-looking promotional images despite using basic equipment such as smartphones (Suebsantiwongse, 2022).

Another important component of the

mentoring activities involved the development of storytelling strategies for product promotion. Participants were encouraged to present their products not merely as commodities but as representations of local culture, tradition, and community identity. Storytelling allows businesses to communicate the uniqueness of their products while simultaneously strengthening emotional connections with consumers. This approach is particularly relevant in tourism areas where visitors are often interested in authentic cultural experiences associated with local products (Kundana, 2023; Suyoto et al., 2022).

The development of digital storytelling is also consistent with broader tourism communication strategies. Tourism destinations increasingly rely on narrative-based marketing approaches to highlight cultural heritage and local uniqueness. Studies on tourism communication emphasize that effective storytelling can enhance destination attractiveness and encourage visitor engagement with local products and services (Muliawanti et al., 2026). Therefore, integrating storytelling elements into MSME promotional strategies can contribute not only to product marketing but also to the overall image of Borobudur Tourism Village.

During the mentoring period, participants were also introduced to several digital platforms that support online product marketing. Social media platforms such as Instagram, Facebook, and TikTok were identified as the most accessible tools for MSME promotion due to their wide user base and relatively simple operational features. Each platform offers different advantages for business promotion. Instagram is particularly effective for visual branding through photos, reels, and short videos, while Facebook allows businesses to share more detailed information about products and community activities. TikTok, on the other hand, emphasizes short and creative videos that can rapidly reach large audiences (Agustina et al., 2024; Suyoto et al., 2022).

The program also encouraged participants to develop promotional videos as part of their digital marketing strategies. Video content has become increasingly important in social media communication because it allows businesses to present products in more dynamic and engaging formats. Short promotional videos can demonstrate product features, production processes, or the cultural context behind the products. In the context of tourism villages, such videos can also highlight the experience of visiting the destination and interacting with local

communities (Agustina et al., 2024; Wibawa et al., 2024).

Examples of promotional videos produced during the mentoring activities include storytelling videos and promotional clips featuring MSME products and tourism activities. These videos were designed with simple narratives and visual elements that reflect the authenticity of the local community. By presenting products within the broader context of tourism experiences, MSME actors can strengthen the perceived value of their products among potential consumers (Sasana et al., 2025; Turrodiyah et al., 2026).

Another important outcome of the mentoring process was the improvement of participants' digital marketing management practices. Prior to the implementation of the program, many MSME actors used social media only sporadically without clear promotional strategies. Through mentoring, participants learned to organize their social media activities more systematically. They began to develop posting schedules, categorize promotional content, and maintain consistent branding elements such as logos, color themes, and product descriptions (Fauziah et al., 2026; Wibowo & Hariadi, 2024).

The success of the program can also be observed through several measurable indicators. One of the key indicators is the increase in participants' digital marketing activities after the completion of training and mentoring sessions. Monitoring results showed that most participants began posting promotional content more frequently and consistently. Several MSME actors reported that they received increased inquiries from potential customers through social media platforms (Probohudono & Suhardjanto, 2024; Rusdianto et al., 2024).

In addition to increased promotional activities, participants also experienced improvements in online engagement metrics. Social media analytics indicated that many MSME accounts experienced increases in the number of followers, likes, comments, and shares after implementing the digital marketing strategies introduced during the program. Increased engagement suggests that the promotional content produced by MSME actors became more effective in attracting audience attention (Lee et al., 2025; Muhamad et al., 2024).

Another indicator of program success relates to the expansion of marketing channels. Several participants began to explore e-commerce platforms as additional channels for product sales. The integration of social media promotion with online marketplace platforms enables MSME

actors to reach customers beyond the immediate tourism area. This strategy is particularly important for tourism-based businesses because visitor numbers can fluctuate depending on seasonal tourism trends (Ningsih et al., 2025; Nuraini et al., 2025).

The expansion of digital marketing channels also aligns with broader economic development strategies for MSMEs in tourism destinations. Research on MSME development in cultural heritage areas indicates that digital marketing and online platforms can significantly enhance the competitiveness of small businesses by increasing market accessibility and reducing geographical limitations (Probohudono & Suhardjanto, 2024). Therefore, strengthening digital capabilities among MSME actors represents an important step toward improving the resilience of local economies (Hikmaturokhan et al., 2023; Metusala et al., 2020).

Despite the positive outcomes of the program, several challenges were also identified during the implementation process. One of the primary challenges relates to the varying levels of digital literacy among participants. Some MSME actors, particularly older participants, initially experienced difficulties in operating social media applications and digital editing tools. These challenges required additional mentoring sessions to ensure that all participants could follow the training activities effectively (Atmawati et al., 2024; Isworo et al., 2024).

Another challenge involved the limited availability of digital infrastructure in certain areas of the village. Although internet access is generally available, network stability sometimes affects the ability of participants to upload promotional content or interact with online customers in real time. These technical limitations highlight the importance of improving digital infrastructure to support community-based digital marketing initiatives (Anggorojati et al., 2023; Muliawanti et al., 2026; Rahmi & Tamimi, 2023).

Nevertheless, the overall results of the community service program indicate that digital marketing training and mentoring can significantly enhance the capacity of MSME actors in tourism villages. By improving their ability to utilize social media platforms and digital communication strategies, MSME actors can strengthen their product branding and expand their market reach.

The experience gained through this program also demonstrates the importance of integrating community empowerment initiatives with tourism

development strategies. Tourism villages such as Borobudur rely heavily on the participation of local communities to maintain the sustainability of tourism activities. Empowering MSME actors through digital marketing capacity building enables local communities to actively participate in tourism-related economic opportunities.

Furthermore, strengthening the digital promotion of local products contributes to the overall branding of tourism destinations. When MSME actors promote their products through social media, they simultaneously promote the tourism village itself as a destination rich in cultural experiences and local creativity. In this way, digital marketing initiatives not only support individual businesses but also reinforce the collective identity of Borobudur Tourism Village as a community-based tourism destination.

## CONCLUSION

The community service program aimed at optimizing social media for the promotion and branding of MSME products in Borobudur Tourism Village successfully enhanced the digital marketing capacity of local business actors. Through a series of training and mentoring activities, MSME participants demonstrated improved understanding of social media marketing strategies, including content creation, visual communication, and storytelling techniques for product promotion. The program also encouraged participants to utilize multiple digital platforms such as Instagram, Facebook, and TikTok to expand their market reach and strengthen product branding. One of the main advantages of this program lies in its participatory approach, which enabled MSME actors to directly practice digital marketing skills and apply them to their businesses. However, several limitations were identified during implementation, including varying levels of digital literacy among participants and limited internet infrastructure in certain areas. Despite these challenges, the program shows strong potential for further development through continuous mentoring, collaboration with tourism stakeholders, and integration with e-commerce platforms. Strengthening digital promotion strategies among MSMEs in tourism villages can contribute not only to the growth of local businesses but also to the sustainable development and branding of Borobudur as a community-based tourism destination.

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