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## IMPLEMENTATION OF SOCIAL MEDIA MARKETING STRATEGIES IN “BUBUR AYAM SARI RASA” MSMEs

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### Abstract

This community engagement project was carried out to address the low digital marketing capabilities of MSME *Bubur Ayam Sari Rasa*, which previously relied only on traditional promotion without a structured social media strategy. The MSME did not have a visual identity, did not maintain active social media accounts, and had limited digital literacy, all of which affected its promotional reach. The methods included interviews with the business owner to understand operational needs, field observations to examine existing promotional practices, and the design and implementation of strategies such as logo creation, Instagram and TikTok management, content calendar development, photo and video production, and social media training. The results showed significant improvements, including a more professional social media appearance, consistent posting, and increased TikTok insights within 60 days, reflected in higher views, interactions, and audience reach. The findings provide insight that visual content, storytelling, and consistent publication strongly influence MSME development in the digital era. Recommendations for future projects include advanced training on paid advertising, algorithm optimization, and creative content development to support the sustainability of digital promotion.

**Keywords:** *Digital Marketing, MSMEs, Social Media Marketing, UMKM, Promotional Strategy*

### Introduction

MSMEs are micro, small, and medium enterprises that play an important role in Indonesia's economy, particularly in supporting local economic development and absorbing a large workforce (Nurzaman *et al.*, 2024). MSME *Bubur Ayam Sari Rasa*, operating in the city of Batam, is a culinary business favored by the community but still faces several challenges, especially in the areas of promotion and the use of social media. The primary problem faced by the MSME is limited digital marketing capability, particularly in content creation, visual branding, and social media management, which restricts promotional reach and business competitiveness.

The PKM program is a community engagement activity that provides assistance and entrepreneurial guidance for MSME, including business plan preparation and value chain understanding, as well as conducting surveys and interviews to identify the strengths, weaknesses, and potential of the business (Heriansyah *et al.*, 2024). Prior to the

implementation of this PKM activity, the MSME had never received formal assistance or support from any external parties regarding digital marketing—whether from the government, MSME communities, or educational institutions—so its previous promotional efforts relied solely on traditional methods and spontaneous customer recommendations without a structured strategy. The owner’s limited understanding of content creation, visual identity, and social media management restricted promotional reach, even though consumer behavior has increasingly shifted toward online ordering and digital promotion, making social media skills crucial for MSME to compete and expand their market (Mahirun *et al.*, 2024). Many MSME in various regions face similar issues, particularly limited digital literacy that prevents them from effectively utilizing social media platforms for promotion (Riptiono, 2023). In addition, the shift in consumer behavior toward visual information and digital recommendations requires MSME to become more adaptive in developing modern marketing strategies (Susano, 2024).

Therefore, this PKM activity aims to strengthen the digital marketing capacity of MSME Bubur Ayam Sari Rasa through structured entrepreneurial assistance, including business plan preparation, value chain analysis, and social media marketing strategy development. Through the implementation of targeted digital promotion strategies, this activity is expected to increase business visibility, expand market reach, and support the MSME’s competitiveness in the culinary industry in Batam.

## Methods

The Community Service (PKM) activity was carried out at the partner’s business location, MSME *Bubur Ayam Sari Rasa* in Batam City, which served as the center for the entire series of observations, planning, and implementation of social media strategies. The activity was conducted over several weeks, starting from problem identification, initial data collection, strategy formulation, content implementation, and evaluation of social media performance. The method relied on primary data collection through direct interviews with the business owner and field observations. An interview is a meeting between two people to exchange information and ideas through question and answer in which two or more individuals engage face-to-face to listen directly to information or statements (Mulyana, 2008), allowing meaning to be constructed within a specific topic (Sugiyono, 2013). The interviews were conducted to obtain an understanding of the operational processes, previous promotional patterns, and the MSME’s needs in digital marketing. In this activity, observation was used to examine the actual conditions of the business, service activities, customer interactions, and the effectiveness of the traditional promotional methods used prior to the PKM intervention.

Therefore, the team developed structured procedures and strategies for implementing the PKM activities. The work procedures included designing the visual identity (*logo*), creating and optimizing Instagram and TikTok accounts, preparing a monthly content calendar, and producing digital promotional materials such as photos, posters, and videos. The content strategy was determined based on the characteristics of the target audience and the social media usage patterns of the Batam community, focusing on engaging visual content, storytelling, posting consistency, and customer interaction strategies through engagement features. After the planning stage was completed, the activities continued with a step-by-step implementation plan: capturing product documentation at the business location, creating behind-the-scenes videos, preparing captions and hashtags, uploading content according to the schedule in the content calendar, and training the business owner to manage the accounts independently. The

activity schedule was arranged weekly, starting with the first week for data collection and initial analysis, the second week for strategy design and content creation, the third week for content upload implementation, and the fourth week for performance evaluation through social media insights.

This activity was also accompanied by simple and proportional budgeting to support the needs of the PKM. The budget was allocated for transportation to the partner's location, technical requirements for content creation such as documentation equipment, logo design, and other operational costs relevant to the implementation of the social media strategy. The evaluation was carried out by comparing the condition of the social media accounts before and after implementation using parameters such as reach, engagement, follower growth, and the effectiveness of customer interaction.

The evaluation instrument used social media analytic features obtained from Instagram Insights and TikTok Analytics. The assessment indicators included account reach, which measures the number of unique users who viewed the promotional content; engagement rate, calculated from the total number of likes, comments, and shares divided by total views or reach obtained by each content; follower growth, measured by comparing the number of followers before and after the implementation of digital promotion strategies; and audience interaction effectiveness, evaluated through customer responses, comment activities, and content sharing behavior. The measurement was conducted by collecting analytic data directly from each platform and comparing performance trends between the initial condition and the final results of the program implementation. The evaluation period was conducted from October 10, 2025, to December 8, 2025, to ensure sufficient observation of changes in social media performance after strategy implementation. During this period, TikTok promotional content recorded approximately 10,000 total views, 188 likes, 17 comments, and 47 shares, while Instagram content recorded 1,483 views and reached 490 accounts, indicating an increase in digital promotional exposure and audience engagement.

Through methods supported by clear procedures, targeted strategies, a specific activity location, a systematic schedule and implementation plan, as well as adequate budget management, this PKM succeeded in generating significant improvements in the digital promotion capabilities of MSME *Bubur Ayam Sari Rasa*.

## Result and Discussion

### 3.1 Design and Preparation for Implementation

The initial stage of the PKM activity was carried out through an analysis of the needs of the MSME *Bubur Ayam Sari Rasa* based on interviews and field observations. The findings showed that the business did not yet have a strong visual identity, did not have active social media accounts, and did not yet understand digital marketing strategies. Based on these conditions, the PKM team designed several main outputs in the form of creating Instagram and TikTok accounts, designing a business logo, compiling a content calendar, and creating digital promotional materials in the form of product photos, videos, and posters.

Figure 1. Interview with the Owner



Figure 1 shows the PKM team conducting a face-to-face interview with the owner of MSME *Bubur Ayam Sari Rasa*, which shows the interaction between the team and the owner at the business location, where questions and answers were asked to gather information related to business operations, promotional obstacles, and needs in the implementation of digital marketing.

### 3.2 Social Media Strategy Implementation

The strategy was implemented in stages, starting with setting up a visual identity on social media accounts by installing a new logo, informative bios, and selecting consistent colors and content styles. Next, the team conducted product photo shoots and recorded videos of the chicken porridge making process, customer testimonials, and storytelling content to increase emotional closeness with the audience. The content was then organized into a monthly content calendar and uploaded on a schedule during peak interaction hours.

In this stage, the business owner was trained on how to respond to customer messages, upload promotional stories, and read social media insights to evaluate content performance. The implementation went smoothly, and the account began to show a significant increase in activity compared to before the PKM

Figure 2. New Logo



Figure 2 shows that MSME *Bubur Ayam Sari Rasa* has a new logo as its official visual identity, featuring a more professional, modern, and recognizable design that is suitable for use on social media, packaging, and digital promotional materials, creating a consistent visual identity to support MSME branding.

Figure 3. Instagram & TikTok Display



Figure 3 shows that the MSME's Instagram and TikTok accounts have been created and set up with a neat and consistent appearance, and both accounts are complete with photos, highlights, usernames, and initial posts. This proves that the social media development strategy has begun to be implemented through feed compilation, initial content uploads, and bio settings, so that the accounts look more professional and are ready to be used for regular promotion.

### 3.3 Quantitative Social Media Insights

After 60 days of implementing the strategy, the performance of the *Bubur Ayam Sari Rasa* MSME TikTok account showed a very significant increase. TikTok insight data for the last 60 days shows the following:

Figure 4. Developments on the MSME Instagram Account (@*bubur.sarirasa*)

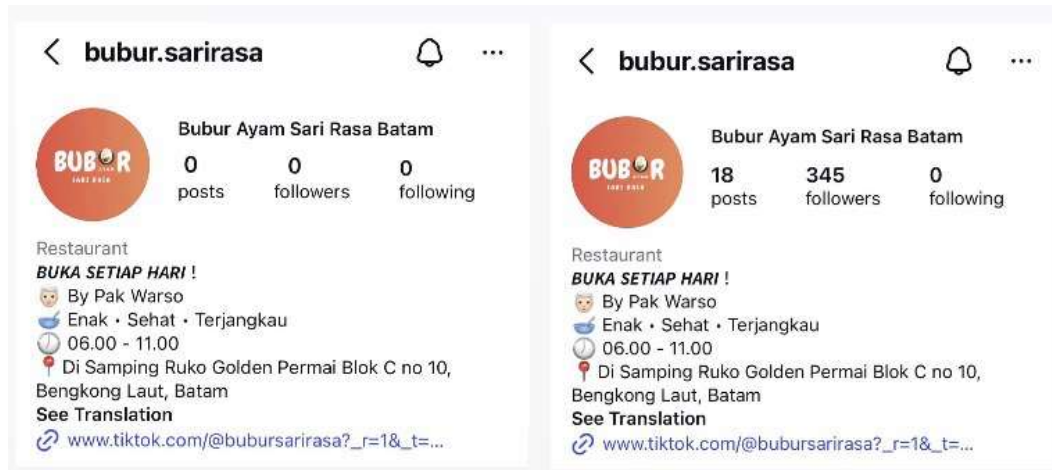


Figure 4 shows a comparison of the Instagram account before and after the implementation of the digital marketing strategy. Before the program was implemented, the Instagram account had no posts and followers, so it did not function as a promotional medium. After implementation, the account increased to 18 posts with a total of 345 followers. This change shows that consistent posting and improved visual identity can increase the credibility of an account. This strategy was successful because the account's neat and professional appearance increased audience trust, making them more interested in following the account and learning about the product.

Figure 5. Developments on the MSME TikTok Account (@bubursarirasa)

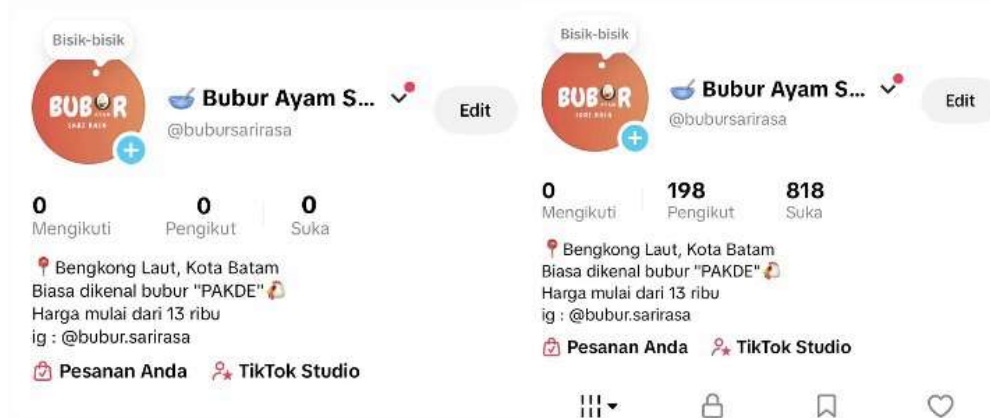


Figure 5 shows a comparison of the TikTok account before and after mentoring. Initially, the account had no content, followers, or interactions. After the strategy was implemented, the TikTok account gained 198 followers and 818 total likes. This increase shows that TikTok plays a major role as a platform for reaching new audiences. This success was due to the selection of content types that were in line with TikTok trends, such as behind-the-scenes videos of food preparation and food content that was both informative and entertaining, encouraging the audience to respond positively. Figure 6. Instagram Data Insight (@bubur.sarirasa)

Figure 6. Developments on the MSME Instagram Account (@bubur.sarirasa)

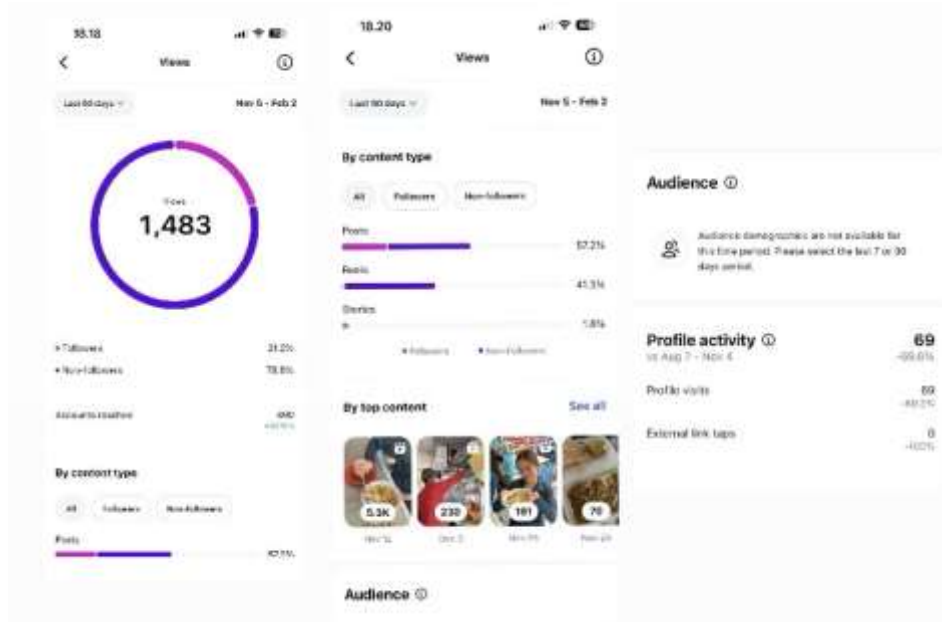


Figure 6 shows Instagram Insights, which shows a total of 1,483 views and 490 reachable accounts, with 78.8% coming from non-followers. This data shows that Instagram content is not only consumed by followers, but also successfully reaches new audiences through the explore and reels features. Feed content accounts for 57.2% of total views, while Reels accounts for 41.3%, indicating that static visuals and short videos both contribute to the account's performance. The strategy of using attractive product photos, informative captions, and relevant hashtags has proven effective in expanding the reach of promotions.

Figure 7. TikTok Data Insights (@bubursarirasa)



Figure 7, the results of TikTok Insights during the 60-day period (October 10–December 8) after the implementation of the digital marketing strategy. Based on this data, the total number of post views reached 10,000, an increase of 583.1% compared to the initial condition, which had almost no activity. In addition, there was an increase in interactions in the form of 188 likes, 17 comments, and 47 shares. This increase shows that the uploaded content was not only viewed but also encouraged audience engagement. The strategy of using short video content with product visuals, manufacturing processes, and storytelling proved to be effective because it was in line with the characteristics of the TikTok algorithm, which prioritizes authentic and visually appealing content.

### 3.4 The Condition of MSMEs after Implementation

The implementation of social media marketing strategies has had a direct impact on improving promotion and business image. Social media accounts are now active and feature a variety of content, ranging from product photos and videos of the manufacturing process to interactive content. The increase in views, likes, comments, and shares shows that audiences are becoming familiar with the *Bubur Ayam Sari Rasa* brand. The new, more professional logo also enhances brand awareness and strengthens the business's visual identity.

Additionally, several new customers have admitted to discovering the business through social media content, proving that digital strategies can expand promotional reach beyond local customers. Business owners now understand basic digital marketing techniques, can analyze insights, and are capable of managing accounts independently.

Figure 8 Conditions After Implementation



Figure 8 shows that the condition of the *Bubur Ayam Sari Rasa* MSME has undergone significant changes after the implementation of the social media strategy. This image shows more organized business activities and product displays, complete with content materials such as photos and videos that have been produced during the mentoring process.

### Conclusions

The implementation of the Community Service activity entitled “Implementation of Social Media Marketing Strategies in *Bubur Ayam Sari Rasa* MSMEs” can be declared successful in achieving its objectives, as evidenced by improvements in the quality of digital promotion, social media activity, and the ability of business owners to manage content-based marketing. This program had a significant impact, as seen from the transformation of social media accounts from passive to active, the availability of

consistent digital content, and the increase in audience reach and customer interaction. In addition, business owners gained direct benefits in the form of new knowledge and skills related to digital marketing, content creation, and the use of social media insights to evaluate promotional performance. These results indicate that a targeted and structured social media strategy can effectively enhance business visibility and strengthen the brand identity of *Bubur Ayam Sari Rasa* MSMEs.

However, this community service activity also had several limitations. The duration of assistance was relatively short, which limited the observation of long-term impacts such as sales growth and customer retention. In addition, the evaluation of social media performance was primarily based on platform analytics, without in-depth measurement of conversion rates or direct financial outcomes. These limitations indicate that the results obtained reflect short-term improvements in digital engagement rather than comprehensive business performance.

For the sustainability of the program, it is recommended that future mentoring activities be extended over a longer period and complemented with advanced training on paid advertising strategies, algorithm optimization, and creative content development. Regular evaluations and follow-up assistance are also necessary to ensure that marketing strategies remain adaptive to changing consumer behavior and platform dynamics.

The authors would like to thank the owner of *Bubur Ayam Sari Rasa* MSME for actively participating throughout the program, as well as Batam International University and all parties who provided support, enabling this community service program to be carried out successfully and deliver tangible benefits to the partner.

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