

Building Poklahsar Capacity to Increase Sales Through Digital Marketing Strategies in Kendalbulur Village

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Abstract Expanding markets for Micro, Small, and Medium Enterprises is crucial for increasing product sales. One of the main challenges these enterprises face is limited marketing reach. Based on preliminary observations and discussions with Poklahsar groups in Kendalbulur Village, specifically Poklahsar Mina Sumber Pangan and Poklahsar Patin Condong Raos, which produce processed catfish-based products, training in digital marketing strategies was needed. To improve product competitiveness and broaden market reach to the national level, digital marketing represents a highly promising approach. This study aimed to deliver training for Poklahsar on the role of digital marketing in expanding market reach and strengthening promotional activities. The training used lectures and hands on practice, with Instagram as the primary digital marketing platform. It included educational sessions on digital marketing and step by step tutorials on how to create and manage Instagram accounts effectively. The training is able to strengthen the capacity of these Micro, Small, and Medium Enterprises, support business development, expand market access, and enhance product competitiveness.

1. INTRODUCTION

Poklahsar is a fish processing and marketing group composed of women in Kendalbulur Village, Boyolangu District, Tulungagung Regency. The group includes two main units, Poklahsar Mina Sumber Pangan and Poklahsar Patin Condong Raos, which specialize in processed catfish based products such as pangasius skin chips and catfish sambal. These products have strong potential in the local market, but marketing activities remain largely conventional. As a result, product visibility and market reach are limited, and the products are mainly known as local souvenirs rather than as competitive offerings in broader markets.

Based on field observations and interviews with the Poklahsar leader, the primary constraint faced by the group is not production capacity, but limited capability in digital marketing. Most members have not used social media effectively, do not have business focused digital accounts, and have limited skills in creating and managing promotional content. This situation reflects a common challenge among Micro, Small, and Medium Enterprises

(MSMEs), many of which still rely on traditional marketing methods and have limited adoption of digital technology (Rizal et al., 2023). Digital marketing refers to promotional activities conducted through digital media, including social media, and it enables interactive and integrated communication between producers and consumers without geographic or time constraints.

Social media platforms, particularly Instagram, offer strategic advantages for MSMEs through features such as business profiles, analytics, and interactive content formats such as Reels, Stories, and Ads (Sutanto et al., 2024). Evidence from prior case studies indicates that Instagram can expand market reach, increase product visibility, and strengthen consumer loyalty. Consistent with these findings, digital marketing has been shown to contribute to promotional effectiveness, brand visibility, and market expansion for MSMEs in Indonesia (Aghni & Anzie, 2025; Sirodjudin & Sudarmiatin, 2023).

Digital transformation through social media marketing has also been associated with improved MSME profitability

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by supporting more frequent consumer interaction and more effective content marketing strategies (Wahyu & Veri, 2024). The use of platforms such as Instagram, supported by ongoing mentoring, can help local businesses develop their capabilities in a more competitive and sustainable way. In addition, digital marketing supports dynamic business networking in response to changes in the business environment, as noted in studies on MSME digital networks (Sutanto et al., 2024).

An effective digital marketing strategy integrates social media, content marketing, digital advertising, and e-commerce optimization, which together contribute to increased sales and competitiveness among MSMEs in Indonesia (Sari & Putri, 2024). However, despite its documented benefits, digital marketing implementation at the community level continues to face obstacles, particularly low digital literacy and limited marketing budgets (Roqybah et al., 2025). These constraints highlight the need for targeted, practical training interventions.

In Kendalbulur Village, the main issue is the early stage of digital capacity building, because Poklahsar members have not yet established or managed digital marketing channels effectively. This situation differs from other MSME cases that emphasize optimizing existing digital platforms. Therefore, structured training and mentoring in digital marketing, including creating and managing Instagram business accounts and developing content, are essential. Similar approaches have been implemented successfully among other MSMEs that use Instagram, Facebook, and TikTok for promotion and sales (Permatasari & Choiriyah, 2024).

In response to this gap, this community service program aims to strengthen the digital marketing capacity of Poklahsar members through training based interventions. Capacity improvement is indicated by increased understanding of digital marketing concepts, the successful creation and management of Instagram business accounts, and the production of promotional content as early indicators that may support sales growth. Through this approach, digital marketing is expected to increase product visibility, strengthen the branding of processed catfish based products, and support sustainable business growth in both local and national markets.

2. METHOD

The PPK Ormawa community service program was implemented in Kendalbulur Village, Boyolangu District, Tulungagung Regency, and it targeted fish processing and marketing groups, specifically Poklahsar Mina Sumber Pangan and Poklahsar Patin Condong Raos. A total of 22 participants took part, all of whom were active members involved in fish processing and marketing. The program aimed to strengthen participants' initial capacity in digital marketing, with an emphasis on using social media as a promotional tool.

The program was delivered as training combined with hands on assistance. It began with a lecture session of approximately 30 minutes that introduced basic digital marketing concepts and explained their relevance for Micro,

Small, and Medium Enterprises. The session addressed how digital marketing can expand market reach, improve product visibility, and increase competitiveness, and it was supported by examples of MSMEs that have adopted digital promotion strategies successfully. The lecture was followed by an interactive discussion to confirm participants' understanding of the material.

A guided practical session was then conducted for approximately 60 minutes. During this session, participants received step by step guidance on creating and managing Instagram business accounts. The practice covered setting up profiles, writing business descriptions, uploading promotional content, using hashtags, and using key Instagram features such as Stories, Reels, and Insights. Although the training sessions were relatively brief, the program was intentionally designed as an introductory capacity building activity because most participants were at an early stage of digital marketing adoption.

To evaluate program effectiveness, the team used both quantitative and qualitative approaches. The quantitative evaluation used a pre and post questionnaire with ten Likert scale items to assess participants' understanding of digital marketing concepts and social media use before and after the training. The qualitative evaluation was conducted through direct observation of participants' performance during the practice session and through documentation of their digital outputs. Evaluation indicators included changes in participants' knowledge, successful creation of Instagram business accounts, and the ability to produce initial promotional content.

Data from the pre and post questionnaires were analyzed descriptively by comparing average scores before and after the training. Observational data and participant feedback were also analyzed descriptively to provide contextual insight into improvements in digital marketing capacity among Poklahsar members.

To strengthen the training impact and address the limited duration of in person sessions, post training mentoring was provided as a continuation of the program. Mentoring was delivered through online communication channels, including WhatsApp groups, and through periodic consultations over a two-to-four-week period. It focused on helping participants maintain consistent content, improve customer interaction, and gradually optimize their digital marketing practices. Through this integrated approach, the program aimed to improve participants' initial digital skills and support the sustained use of digital marketing strategies.

3. RESULT AND DISCUSSION

The community service activity conducted through the PPK Ormawa program in Kendalbulur Village involved 22 participants from Poklahsar Mina Sumber Pangan and Poklahsar Patin Condong Raos. The program aimed to strengthen participants' capacity to use digital marketing, particularly Instagram, as a promotional tool for processed fishery products. Overall, the results show measurable improvements in participants' knowledge, skills, and digital outputs after the training.

Table 1 . Changes in participants' digital marketing capacity before and after training

Evaluation Indicator	Pre-Training (%)	Post-Training (%)
Understanding of basic digital marketing concepts	45	86
Ability to create Instagram business account	32	100
Understanding of instagram features (reels, insights, hashtags)	27	82
Awareness of digital branding importance	50	90

Evaluation was carried out using a brief pre and post assessment focused on participants' knowledge of digital marketing and their practical abilities. Before the training, participants' understanding of digital marketing concepts and their ability to use the platform were limited. After the training, improvements were observed across all indicators, as summarized in [Table 1](#).

The results indicate clear gains in conceptual understanding and technical skills. By the end of the training, all participants were able to create and activate Instagram business accounts independently, which indicates effective knowledge transfer and skill development.

The training was delivered in structured stages that included preparation, material delivery, hands on practice, and evaluation. As illustrated in [Figure 1](#), a digital marketing strategy seminar was held to address the growing number of customers searching for products through digital platforms. Participants showed strong enthusiasm and active engagement during both the discussion and practice sessions, which reflects their motivation to adopt digital marketing strategies. This finding aligns with [Bahukeling et al. \(2024\)](#), who note that active participant involvement is an important factor in strengthening MSME competitiveness through digital transformation.



Figure 1 . Digital marketing strategy training

The practical sessions produced tangible and measurable outputs. Each Poklahsar group created an Instagram business account and uploaded initial promotional content. In total, 18 promotional posts were produced during the activity, with an average of nine posts per account. The main outputs are summarized in [Table 2](#).

Participants also received an introduction to basic content planning, including caption writing, hashtag use, and product visual presentation. These outputs represent an initial step toward more systematic digital branding. Previous studies have shown that structured content creation and consistent posting can improve MSME marketing performance ([Winarso et al., 2023](#)).

Table 2 . Output indicators of Instagram based digital marketing training

Output Indicator	Result
Number of participants	22
Number of Instagram business accounts created	2
Total promotional posts produced	18
Average posts per account	9
Types of content produced	Product photos, captions, hashtags

Short term monitoring conducted approximately two to four weeks after the training showed increased confidence among Poklahsar members in managing their digital presence. As shown in [Figure 2](#), students participated in the production process. Participants posted content more consistently and demonstrated greater awareness of audience engagement through comments and direct messages. Although long term sales outcomes have not yet been measured quantitatively, early indicators, including continued account activity and ongoing content production, suggest a positive initial effect of the training.



Figure 2 . Student participation in the production process

From a broader perspective, this activity extends prior studies that often highlight the theoretical benefits of digital marketing by adding community level evidence from a rural setting ([Rahmadhani et al., 2024](#); [Wahyu & Veri, 2024](#)). The observed improvements in participant capacity, along with the production of concrete digital outputs, indicate that Instagram based digital marketing training can be an effective approach for strengthening the competitiveness of Poklahsar groups in rural communities.

4. CONCLUSION

The digital marketing training program conducted as part of the PPK Ormawa community service program in Kendalbulur Village, Boyolangu District, Tulungagung Regency was implemented successfully and met its primary objectives. The program strengthened the initial digital marketing capacity of Poklahsar members, particularly in

using Instagram as a promotional platform for processed fishery products. The results show improved understanding of digital marketing concepts, as reflected in higher pre and post test scores, and concrete outputs, including the successful creation of Instagram business accounts and the development of promotional content.

Members of Poklahsar Mina Sumber Pangan and Poklahsar Patin Condong Raos participated actively throughout the program and applied the material directly during the hands-on sessions. These findings suggest that brief, structured, and practice oriented digital marketing training can produce measurable capacity gains for community-based Micro, Small, and Medium Enterprises that are in the early stages of digital adoption.

Post training mentoring focused on content consistency and basic account management, and it was provided as a limited follow up to reinforce the training outcomes. Additional capacity building activities, including product rebranding, financial management, human resource development, and business legality training, are planned as separate follow up programs and are outside the scope of this article. Future community service initiatives should assess the long-term effects of digital marketing adoption, particularly its impact on sales performance and market expansion.

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CONFLICT OF INTERESTS

The authors declare that they have no known competing financial interests or personal relationships that could have influenced the work reported in this paper.

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