

Digital Marketing Training and Branding Improvement as well as Mackerel Floss Production as an Effort to Enhance MSMEs and Reduce the Impact of Stunting for the Community of Sukagalih Village, South Sumedang District

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ABSTRACT

Child stunting reduction is the first of 6 goals in the Global Nutrition Targets for 2025 and a key indicator in the second Sustainable Development Goal of Zero Hunger. The prevalence of child stunting in Indonesia has remained high over the past decade, and at the national level is approximately 37%. It is unclear whether current approaches to reduce child stunting align with the scientific evidence in Indonesia. We use the World Health Organization conceptual framework on child stunting to review the available literature and identify what has been studied and can be concluded about the determinants of child stunting in Indonesia and where data gaps remain. This training aims to strengthen the understanding of MSME actors regarding digital marketing strategies, which in turn will help them expand their market reach and improve the competitiveness of their local products. Furthermore, the production of mackerel floss, which is rich in nutrients, is expected to become a nutritious food alternative to reduce stunting rates in the area. The methods applied in this activity include Focus Group Discussions (FGD), seminars, and direct training related to the production of mackerel fish floss. The results of the activities showed that the MSME actors successfully honed their skills in digital marketing and branding, which ultimately can increase the selling value of their products. In addition, the increase in the consumption of mackerel floss in the community contributes to efforts to prevent stunting by providing a source of quality protein. Through this training, the hope is that MSMEs can grow more independently while also helping to improve the welfare of the local community.

ARTICLE INFO

Article History :

Submitted/Received 18 February 2025
First Revised 15 March 2025
Accepted 29 July 2025
First Available online 31 July 2025
Publication Date 31 July 2025

Keyword :

MSMEs
Digital marketing
Mackerel fish floss,
Stunting
Community service

INTRODUCTION

Stunting remains the main focus of the Indonesian government to this day. Stunting is not only the responsibility of the Ministry of Health, but has also become a commitment of most ministries in Indonesia, extending to local governments. The results of the 2018 Basic Health Research show that the prevalence of stunting is still categorized as high, at 30.8 percent. One of the provinces in Indonesia that contributes the highest stunting rate is West Nusa Tenggara with a prevalence of 37.8 percent (Riskestas, 2018). Various efforts continue to be made by the government, one of which is conducting research on foods that can significantly help catch up the height of toddlers. Rahmiati's 2018 study mentioned that the protein in fish can be absorbed 95% in the bodies of toddlers. (Rahmiati, 2018) Protein is one of the macro nutrients that plays an important role in the growth hormone of toddlers. One of the foods that is high in protein and is a local food in the West Nusa Tenggara region is catfish (Sari et al., 2016).

To support and meet the continuously increasing fish consumption needs, significant opportunities exist in processing fish into high value products like catfish floss. The government, through the Ministry of Marine Affairs and Fisheries (KKP), has targeted aquaculture production of 9.4 million tons by 2024, with over 60% from freshwater aquaculture (Kementerian Kelautan dan Perikanan, 2023)

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economy, especially in creating jobs and increasing people's income. However, many MSMEs face challenges in terms of marketing and product branding. One of the products with great potential for development is mackerel floss, which is rich in nutrients and can contribute to reducing the impact of stunting, especially in Sukagalih Village, North Sumedang. Stunting is a serious health issue experienced by children in Indonesia, one of the causes being inadequate nutritional intake. In the current digital era, digital marketing is one of the effective strategies to expand market share and increase consumer interest.

Research conducted by Aisyah (2024) shows that the lack of knowledge about digital marketing and social media usage is the main obstacle for MSMEs in marketing their products more broadly. Therefore, digital marketing training for product branding enhancement becomes very important to help SMEs in Sukagalih Village. This training not only provides knowledge about digital marketing strategies but also equips participants with practical skills in producing and marketing mackerel fish flakes. By utilizing digital platforms, SMEs can expand their market reach, increase sales, and ultimately contribute to the improvement of community welfare. In addition, by increasing the production of nutritious mackerel floss, it is hoped that it can help address the issues of malnutrition and stunting among children. The implementation of this training will use the FGD (Focus Group Discussion) method. Through this approach, it is hoped that MSME actors can understand and independently apply digital marketing strategies, so they can compete in an increasingly competitive market.

METHOD

The method used in this research is descriptive research method with a qualitative approach. A qualitative approach is a type of approach that places more emphasis on meaning, reasoning, definition of a particular situation, and is used more to examine problems in everyday life (Rukin, 2019). Data collection techniques were carried out by interviews, observation, seminar and documentation. The target audience for this outreach is around 15 pregnant women and 17 mothers with stunted children. Before the seminar and discussion were held, an opening speech was delivered by the Head of Sukagalih Village. The implementation stages used in conducting the seminar on digital marketing training and branding enhancement, as well as the production of mackerel floss, as an effort to improve MSMEs and reduce the impact of stunting for the community of Sukagalih village, South Sumedang district, are as follows:

- a. The first stage involves distributing a Pre-Test questionnaire consisting of 15 questions covering knowledge, attitudes and behaviors, and the marketing of shredded beef production.
- b. The next stage is the dissemination of material on the production of mackerel floss with the aim of delivering the material directly to the audience.
- c. Interactive discussions and experience sharing are discussions conducted systematically and directed from the audience to the speaker through Q&A and sharing experiences in an informal atmosphere with the aim of aligning perceptions related to issues of stunting, nutrition, etc., which will ultimately lead to agreements, new understandings related to stunting issues, and finding solutions so that social media becomes a positive space for teenagers, pregnant women, infants, and toddlers.
- d. The next stage is to conduct a post-test by distributing a questionnaire with the same questions to measure the extent of knowledge, attitudes, and behaviors before and after the material is provided.
- e. The Final Stage is the completion of the post-test questionnaire.

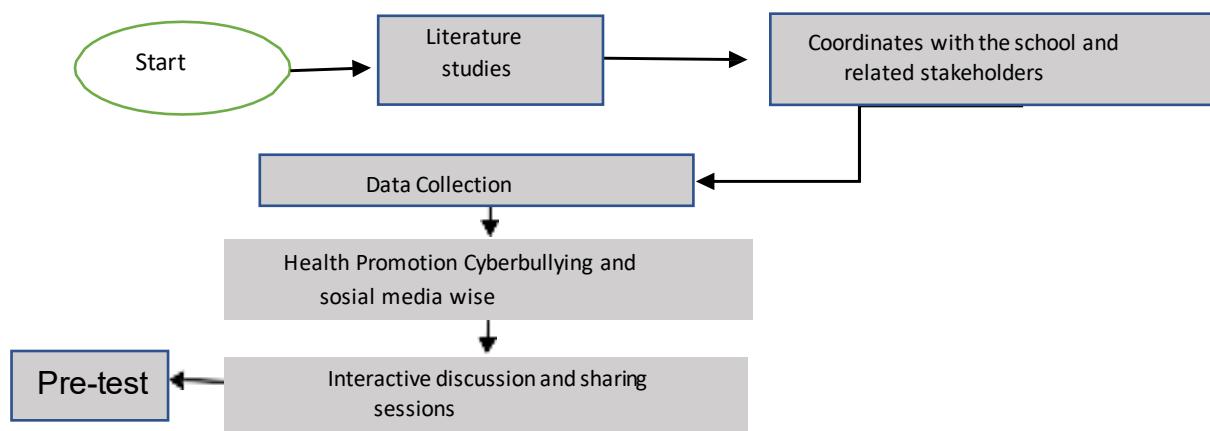


FIGURE 1. Flowchart

RESULTS AND DISCUSSION

Through a series of training sessions and manufacturing activities targeted at creating and promoting mackerel fish floss as a new sustainable product, the community empowerment program has yielded noteworthy achievements. Between January and February 2025, two production trials and two thorough training sessions are part of the implementation. The two production trials, which took place on January 10 and February 22, 2025, each concentrated on a different facet of the process of producing mackerel fish fiber in order to improve and optimize the final product. Additionally, the trials covered digital branding training and how to promote mackerel floss.

1. Logo and packaging of Mackerel Floss



FIGURE 2. Logo packaging of Mackerel Floss

Additionally, we discussed and established the use of the "Mak Silih" logo and the "Abon Ikan Kembung" logo for the products of the Sukagalih Village SMEs and the training for mackerel floss production. This logo will become the main visual identity for Mak Silih and mackerel fish floss and will be included on product packaging and the Shopee store profile. The presence of an attractive and representative logo is expected to increase consumer appeal towards local products, as well as strengthen the branding of UMKM Desa Sukagalih in the broader market.

2. Marketing branding profile logo



FIGURE 3. Marketing branding profile logo

Digital marketing and branding training have had a significant impact on SMEs in Sukagalih Village, especially in expanding market reach and improving product competitiveness. Before the training, MSMEs only relied on conventional sales methods limited to the local market. However, after understanding digital marketing strategies, they began to utilize various platforms such as marketplaces, social media, and WhatsApp Business to promote their products. As a result, mackerel floss is now more widely known beyond the village and even has the potential to penetrate the regional market. In addition, MSME actors also learn to improve product branding quality through more attractive packaging, professional logos, and the use of customer testimonials to build business reputation. Consumer trust also increases because the products appear more hygienic, of higher quality, and have a greater selling value.

3. Figure The manufacturing process



FIGURE 4. The manufacturing process

In addition to strengthening marketing, this training also encourages innovation in production and packaging. SMEs have started developing various flavors of mackerel floss to attract more consumers. They also better understand the importance of product differentiation to compete in the market. The use of social media is not only for promotion but also as a means of nutritional education for the community, especially in preventing stunting. With more modern and innovative marketing strategies, MSMEs in Sukagalih Village now have greater opportunities to increase income, expand business networks, and make mackerel floss a widely recognized flagship product. Before the training, MSMEs in Sukagalih Village only produced catfish as shredded fish. After the training, the people of Sukagalih village were able to increase the production of mackerel using more efficient techniques. The use of fresh mackerel as raw material and hygienic processing results in higher quality mackerel flakes, with a more delicious taste and longer shelf life, thereby improving the quality of the product. Through training, many housewives understand the importance of consuming mackerel floss to avoid stunting. They started introducing mackerel floss as a healthy snack for their children. Many families have started regularly consuming mackerel as part of their daily diet, realizing its health benefits.

The main focus is on community empowerment and further development of MSMEs. Students provide guidance to entrepreneurs so they can become more independent and competitive. In addition, training on the production of mackerel floss and free health services for residents, including blood pressure and blood sugar checks, were conducted again to raise public awareness of the importance of health. Digital marketing and branding training have had a significant impact on SMEs in Sukagalih Village, especially in expanding market reach and enhancing product competitiveness. Before the training, MSMEs only relied on conventional sales methods limited to the local market. However, after understanding digital marketing strategies, they began to utilize various platforms such as marketplaces, social media, and WhatsApp Business to promote their products. As a result, mackerel floss is now more widely known outside the village and even has the potential to penetrate the regional market. In addition, MSME actors also learn to improve product branding quality through more attractive packaging, professional logos, and the use of customer testimonials to build business reputation. Consumer trust also increases because the products appear more hygienic, of higher quality, and have a higher selling value.

4. Seminar Implementation



FIGURE 5. Seminar Implementation

In addition to strengthening marketing, this training also encourages innovation in production and packaging. SMEs are starting to develop various flavors of mackerel floss to attract more consumers. They also better understand the importance of product differentiation to compete in the market. The use of social media is not only for promotion but also as a means of nutritional education for the community, especially in preventing stunting. With more modern and innovative marketing strategies, MSMEs in Sukagalih Village now have greater opportunities to increase their income, expand their business networks, and make mackerel floss a widely recognized flagship product. Before the training, MSMEs in Sukagalih Village only produced catfish as shredded fish. After the training was conducted, the Sukagalih village community was able to increase mackerel production using more efficient techniques. The use of fresh mackerel as raw material and hygienic processing results in a higher quality mackerel floss, with a more delicious taste and longer shelf life, thereby improving the quality of the product. Through training, many housewives understand the importance of consuming mackerel floss to avoid stunting. They started introducing mackerel floss as a healthy snack for their children. Many families have started regularly consuming mackerel as part of their daily diet, realizing its health benefits.

Overall, the PPM KKN-T UNSAP activities in Sukagalih Village have successfully had a positive impact in various aspects, including health education, literacy improvement, economic empowerment, and social development. With the collaboration between students and the community, it is hoped that the programs that have been implemented can continue and provide long-term benefits for Sukagalih Village.

Implementation results: The results of the implementation used in conducting the socialization and extension about the training on the production of mackerel fish floss are as follows:

- a. The first stage involves distributing a Pre-Test questionnaire consisting of 15 questions covering knowledge, attitudes and behaviors, and the marketing of shredded beef production.
- b. The next stage is the dissemination of material on the production of mackerel floss with the aim of delivering the material directly to the audience.
- c. Interactive discussions and experience sharing are discussions conducted systematically and directed from the audience to the speaker through Q&A and sharing experiences in an informal atmosphere with the aim of aligning perceptions related to issues of stunting, nutrition, etc., which will ultimately lead to agreements, new understandings related to stunting issues, and finding solutions so that social media becomes a positive space for teenagers, pregnant women, infants, and toddlers.
- d. The next stage is to conduct a post-test by distributing a questionnaire with the same questions to measure the extent of knowledge, attitudes, and behaviors before and after the material is provided.

e. The final stage is the completion of the post-test questionnaire. The results of the post-test showed that students' knowledge about the dangers of stunting for children and the marketing of mackerel fish flakes as an effort by village SMEs was 83%, mothers' attitudes were 77%, and mothers' behaviors were 88%.

Table 1. Frequency Distribution of Toddler Mothers' Knowledge

Knowledge	Pre Test	Post Test
	68	83

Table 2. Frequency Distribution of Toddler Mothers' Attitude

Attitude	Pre Test	Post Test
	60	77

Table 3. Frequency Distribution of Toddler Mothers' Behavior

Behavior	Pre Test	Post Test
	60	88

From the results above, it shows that the pretest percentage is 68% and the posttest percentage is 83%. There is an increase in scores. This shows that there is an increase in knowledge, attitudes, and behaviors of toddler mothers after being given seminars and training, indicating that this training is effective in providing beneficial education. Most of the mothers of toddlers in Sukagalih Village now better understand the negative impact of stunting and the importance of marketing MSMEs in improving the community's economy.

CONCLUSION AND RECOMMENDATIONS

The digital marketing and mackerel floss production training in Sukagalih Village has had a significant impact on the development of MSMEs and efforts to prevent stunting. Participants now have a better understanding of digital marketing strategies and branding, allowing them to expand market reach and enhance product competitiveness. The use of social media and marketplaces can be more effective in introducing mackerel fish floss to a wider market, opening up opportunities for increased income for the community. In addition, the nutritious mackerel floss product also serves as a nutritious food alternative that can help reduce stunting rates in children.

To ensure the sustainability of the results achieved in the KKN-T program, the next phase plan is designed with a more humanistic approach and oriented towards the needs of the community. Sustainable Empowerment of MSMEs. Intensive mentoring will continue to be provided to business actors to optimize digital platforms in marketing their products. In addition, cooperation with relevant agencies will be focused on facilitating business capital assistance. Follow-up workshops on product innovation and business strategies will also be held periodically to enhance the competitiveness of MSMEs in Sukagalih Village. Increasing Public Health Awareness to support community health will involve forming village health cadres tasked with providing counseling on healthy living. The periodic health check-up program will also continue to be implemented in collaboration with the local community health center (Puskesmas). In addition, continuous education on the prevention of stunting and hypertension will be further enhanced so that the community has greater awareness in maintaining their health.

ACKNOWLEDGMENTS

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