

Empowering Local Entrepreneurs: Creating Promotional Videos for UMKM Rendang Siti Nurbaya

Besti Novianda^{a)}, Sanda Patrisia Komala Sari, Ghina Sakinah, Sarah Dwiga Nova, Luthfi ARIQ Kamal

Faculty of Economics and Business, Universitas Andalas, Padang, Indonesia

^{a)} Corresponding author: bestinovianda@eb.unand.ac.id

ABSTRACT

Globalization and technological advances have changed marketing methods, providing challenges and opportunities for Rendang Siti Nurbaya SMEs to penetrate international markets. Universitas Andalas Faculty of Economics and Business addresses these challenges through international community service activities in the summer course program, incorporating student skills in digital marketing and video production to increase global visibility for local products. This initiative strengthens international collaboration and supports local SMEs. The program includes structured stages: preparation (identification of promotional needs, concept planning, and team building), implementation (video production, editing, and uploading to social media), and evaluation to increase brand visibility and develop effective marketing strategies. This activity involving international students has successfully developed students' skills in digital marketing, video production, and project management while promoting Rendang Siti Nurbaya to a global audience through an engaging promotional video. The promotional content shared on platforms such as Instagram and Facebook significantly increased awareness and interaction of Rendang Siti Nurbaya, potentially increasing international sales. This activity encouraged intercultural collaboration between international and local students and increased their understanding of Minangkabau culture.

ARTICLE INFO

Article History :

Submitted/Received 27 May 2025

First Revised 1 July 2025

Accepted 29 July 2025

First Available online 31 July 2025

Publication Date 31 July 2025

Keyword :

Digital Marketing

International collaboration

Cultural promotion

INTRODUCTION

Globalization and technological developments have significantly changed the business landscape, especially regarding product marketing and promotion. The transformation of globalization and technology has played a role in expanding opportunities and intensifying competition in the global market, transforming marketing methods from traditional strategies to digital and data-driven approaches. For small and medium enterprises (SMEs) in Indonesia, penetrating the international market is a challenge and an opportunity that must be utilized optimally (Nasional et al., 2022; Nengsih et al., 2024). While international markets offer significant growth potential, SMEs often face resource limitations, necessitating targeted support to leverage these opportunities effectively. Local products such as Rendang Siti Nurbaya, a typical Minangkabau culinary delight, have great potential to be known globally. The unique cultural appeal of local products such as Rendang Siti Nurbaya represents a strong value proposition, highlighting the importance of storytelling and heritage in product differentiation for global audiences. However, the gap in digital marketing technology capabilities and the lack of access to promotional strategies often hinder these entrepreneurs from optimizing their potential in the international market (Sirojudin & Sudarmiatin, 2023; Sono et al., 2023). Overcome this gap through digital device training, funding for marketing campaigns, and partnerships with organizations that understand technology are critical to overcoming these obstacles and increasing global competitiveness.

Universitas Andalas, one of Indonesia's leading higher education institutions, has demonstrated a solid commitment to supporting the development of SMEs and strengthening their position in the global market. This commitment is reflected in the university's continuous efforts to bridge the gap between local businesses and international opportunities, particularly in enhancing the entrepreneurial skills of students and business practitioners. Through the Faculty of Economics and Business, Universitas Andalas has pioneered various internationalization programs since the late 1990s, aiming to improve the quality of education and create an academic atmosphere of international standards. These programs expose students to global best practices and provide them with the skills needed to navigate the complexities of the worldwide economy. One strategic initiative is implementing the Summer Course program, which aims to provide short-term learning experiences for international students while increasing interaction between local and international students without changing the study program curriculum. This initiative also fosters cultural exchange and collaborative learning, allowing local students to gain insights into different perspectives while showcasing Indonesia's rich academic and cultural heritage.

In 2024, the faculty of economics and business at Universitas Andalas will again hold a summer course program focusing on the theme "Minangkabau entrepreneurship." This theme was carefully selected to highlight the unique entrepreneurial spirit embedded in Minangkabau culture, emphasizing values such as resilience, innovation, and community-driven growth. This theme was chosen to introduce the concept of Minangkabau entrepreneurship to international students while encouraging them to get involved in activities that support local business development. By engaging international students in local entrepreneurial practices, the program aims to bridge cultural gaps and create a platform for cross-cultural learning, allowing students to gain practical insights into emerging markets. One featured activity in this program is creating promotional video content for Rendang Siti Nurbaya's business. This activity is designed to answer the challenges faced by business actors in marketing their products effectively in the international market by utilizing students' skills in video production and digital marketing (Yuza et al., 2023). By combining local business knowledge and global marketing techniques, students are equipped to contribute meaningfully to the international visibility of local products, enhancing the brand image of Rendang Siti Nurbaya worldwide.

This community service activity aims to support the summer course program and achieve several other strategic goals. First, this activity is expected to improve students' practical skills in digital marketing,

video production, and project management. These skills are critical in an increasingly digital and global business world. Second, this activity aims to expand the reach of Rendang Siti Nurbaya's product promotion to the international market to increase brand awareness and potential product sales (Putri & Candraningrat, 2023; Yasmin Syah, 2022; Budiantini et al., 2023). By harnessing the power of digital media, this initiative will enable Rendang Siti Nurbaya to tap into new consumer segments globally, breaking down the geographical barriers that have traditionally limited small businesses. In addition, building an online presence is increasingly becoming a critical factor in the success of local companies looking to enter the international market. Third, through this activity, the faculty of economics and business at Universitas Andalas can improve the international atmosphere on campus and support the achievement of the faculty's key performance indicators (KPIs), especially those related to increasing the number of international students, international visiting professors, and international community service.

In addition, this activity is also expected to provide long-term benefits for the Rendang Siti Nurbaya business actors. With guidance and expertise from the academic community, business people can gain valuable insights into the latest trends and tools in digital marketing, empowering them to develop innovative and tailored strategies to meet the needs of their target audience. With the support of the academic community, business actors can develop more effective and sustainable digital marketing strategies, which will help them compete in the global market. These entrepreneurs can continuously refine their marketing strategies using digital tools and analytics, ensuring they remain relevant and competitive in an ever-evolving global market. The promotional video produced from this activity is expected to attract international consumers' attention and strengthen the product's image as part of the rich and diverse Minangkabau cultural heritage (Azmi Fadhilah & Pratiwi, 2021; Utomo Et Al., 2023; Nengsих Et Al., 2024).

Overall, this program is a concrete example of the integration efforts between education, community service, and internationalization by Universitas Andalas. By involving international students in activities that directly impact local business development, Universitas Andalas not only strengthens its academic position in the global arena but also makes a real contribution to increasing the competitiveness of SMEs in Indonesia. The synergy created between students, business actors, and the academic community is expected to produce sustainable and broad-based benefits in educational and economic contexts. Figure 1 below is a group photo of faculty members, local and international students, lecturers, and the Rendang Siti Nurbaya business owner.



FIGURE 1. Lecturers and International Students of The Faculty of Economics and Business, Universitas Andalas, Take a Picture Together with The Owner of Rendang Siti Nurbaya

METHOD

The implementation method of the "Empowering Local Entrepreneurs: Creating Promotional Videos for Rendang Siti Nurbaya" program is designed to ensure that every stage, from preparation to evaluation, can be carried out effectively and efficiently, and achieve the goals that have been set. This program involves collaboration between the Faculty of Economics and Business, Universitas Andalas, Rendang Siti Nurbaya entrepreneurs, and international and local students. Figure 2 below is a framework for problem-solving solutions from these community service activities. The stages and methods of program implementation are explained in detail below:

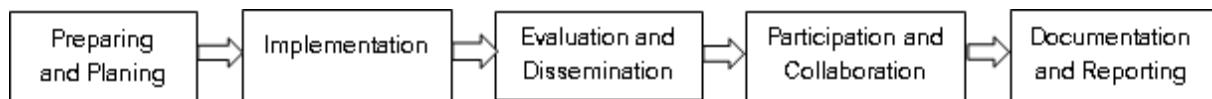


FIGURE 2. Problem-solving solution framework

1. Preparation and Planning

a. Identification of Promotion Needs and Objectives

The implementation team will hold an initial meeting with the owner of Rendang Siti Nurbaya, Mrs. Ida Nursanti, to discuss specific promotional needs, including target audience, core message, and social media platforms to be used. A market analysis will be conducted to understand international consumer preferences for Indonesian culinary products, especially Rendang, to ensure that the promotional strategy developed will effectively attract the attention of the global market.

b. Video Concept and Scenario Planning

The promotion theme will focus on the uniqueness of Minangkabau culture and the high quality of Rendang Siti Nurbaya. This theme will be adjusted to the preferences of the international audience. The video scenario will be designed to show the authentic rendang-making process, with a narrative highlighting the ingredients' uniqueness and traditional cooking techniques. The scenario will also include testimonials from international students involved in making the video.

c. Formation of the Implementation Team

The implementation team will be divided into several working groups responsible for recording, editing, and uploading the video. Each group will consist of international and local students to ensure effective collaboration. Before the implementation, students will be given a short training on video recording techniques, editing, and effective use of social media platforms.

2. Implementation.

a. Video Recording Process

The recording will be conducted at an agreed location involving Rendang business owner Siti Nurbaya and students. Each group of students will record a 5-minute rendang cooking demonstration scene, with one group member acting as a videographer. Each group of 3 students (1 international student and two local students) will collaborate to capture important moments during the cooking process and ensure the visual and narrative quality is aligned with the planned concept.

b. Video Editing

After the recording, the student group will edit the video to ensure good visual and audio quality. This editing will add creative elements such as subtitles, background music, and relevant visual

effects. The edited video will be tested before being uploaded to social media to ensure it meets the expected quality standards.

c. Uploading to Social Media

The finished video will be uploaded to social media platforms like Instagram, TikTok, and Facebook. An exciting description, relevant hashtags, and mentions of related accounts, such as @sitinurbayafood and @feb_unand, will accompany each upload. The implementation team will monitor the initial response from the public to the uploaded video, including the number of likes, shares, and comments, to get an initial picture of the impact of the promotion.

3. Evaluation and Dissemination.

a. Evaluation of Results and Impact

The team will conduct a comprehensive evaluation of the impact of the promotional video, both in terms of increasing brand awareness and interaction on social media. The review will also look at the potential for growing sales of Rendang Siti Nurbaya products. Students and business actors will be asked to provide feedback on the promotion process and results to identify areas that can be improved.

b. Dissemination of Results

The evaluated video will be disseminated through a more comprehensive distribution network, including the Faculty of Economics and Business website, Universitas Andalas, and other relevant digital media to reach a global audience. The results of this activity will be documented in the form of a comprehensive report covering the process, results, and evaluation of the activity. This report will be published as part of the faculty's community service and internationalization promotion efforts.

4. Evaluation and Dissemination

a. Student Involvement

Participation from 20 international students from partner universities of the Faculty of Economics and Business, Universitas Andalas, will provide a global perspective in this activity while supporting the internationalization of the campus. Ten students from Universitas Andalas, especially from the Faculty of Economics and Business, will act as facilitators and mentors for international students and actively participate in the video production process.

b. Collaboration with Business Actors

Collaboration with Mrs. Ida Nursanti, the owner of Rendang Siti Nurbaya, is critical in ensuring that the products promoted align with market expectations and needs. This collaboration will also support the development of more effective and sustainable marketing strategies.

5. Documentation and Reporting

a. Activity Documentation

Each implementation stage, from planning to evaluation, will be documented in videos, photos, and written notes for reporting and publication. Final Reporting: The final report will cover all aspects of the activity, from the process and results to impact evaluation, as well as recommendations for similar activities in the future. This report will be shared with all stakeholders and used as a reference for future program development.

RESULT AND DISCUSSION

The implementation of this activity is an integral part of the efforts of the Faculty of Economics and Business, Universitas Andalas, to support the development of SMEs and the internationalization of the campus. This activity is designed to provide a valuable learning experience for international and local students while contributing to increasing the profile of local products in the global market. Figure 3 shows the results of the activity:



FIGURE 3. International Students' Activities

This report presents the results of the activity, focusing on the achievements that have been achieved, the benefits obtained by the participants, and critical evaluations that can be used as a basis for future improvements.

1. Student Skills Development

- Digital Marketing: One of the main objectives of this activity is to develop students' skills in digital marketing. Through creating promotional videos, students gain an in-depth understanding of utilizing social media platforms to market products effectively. They learn to design content strategies that align with international target audiences, choose the right platform, and maximize user interaction. These findings are in line with Even (2024), showing that students realize the importance of communication, creativity, and adaptability in the ever-evolving world of digital marketing.
- Video Production: Students are also trained to master video production techniques, from recording to editing. They are allowed to work with professional recording equipment and video editing software. As a result, each group of students can produce a good-quality promotional video that is visually appealing and effectively conveys promotional messages. This is in line with Lam & Yunus (2023), Student involvement in video production improves video production skills, creativity, collaboration, and creates a supportive learning environment. Students involved in this process are more likely to produce high-quality promotional videos effectively conveying messages.
- Project Management: Besides technical skills, this activity improves students' project management abilities. They must plan and manage time well, work in a team, and complete tasks within a deadline. This experience gives them an understanding of the importance of coordination and communication in a team project.

2. Effective Promotion of Siti Nurbaya Rendang Products

a) Promotional Content Creation: This activity produced several quality promotional videos that successfully introduced Siti Nurbaya Rendang products to an international audience, as shown in Figure 4 below. Each video displays the authentic rendang-making process, combined with a narrative about the uniqueness and cultural value of the product. This content is designed to attract the attention of global consumers looking for typical food products with traditional flavors. This is supported by a study by Kim et al (2018), which found that videos featuring traditional food values can increase positive perceptions of culinary destinations.

b) Content Distribution: The videos were uploaded to social media platforms such as Figure 4 left (Facebook) and Figure 4 right (Instagram), which were selected based on target audience analysis. This distribution strategy has proven effective, with several videos quickly gaining thousands of views, likes, and shares. The positive response from social media users shows that the content produced can attract interest and increase product exposure. Furthermore, the findings by Mishnick & Wise (2024), emphasize the importance of choosing the right platform based on the analysis of the target audience to maximize the effectiveness of the content distribution campaign.

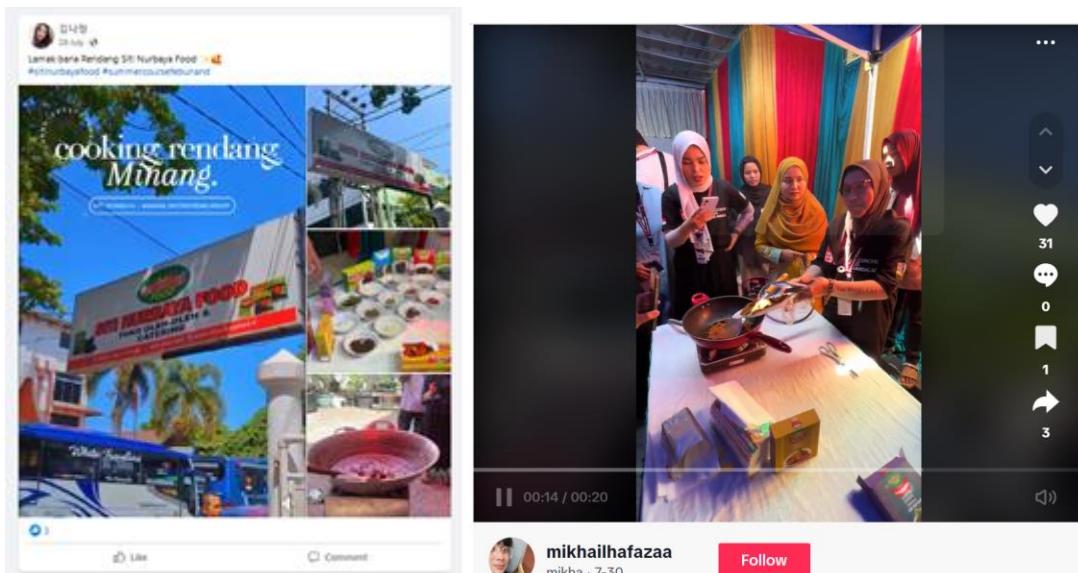


FIGURE 4. Content distribution on some social media

3. Increased Brand Awareness

One indicator of the success of this activity is the increase in Rendang Siti Nurbaya's brand awareness on social media. Since the promotional video was uploaded, there has been a significant increase in the number of followers on the brand's social media accounts and increased interaction with the content posted. Figure 5 shows a positive interaction on social media. The average number of likes for international student posts reached more than 50. Based on Rendang Siti Nurbaya's Instagram, as of 29 June 2025, the number of posts was 807, and the number of followers was 3,363. This shows that this activity has succeeded in expanding the promotion's reach and raising the product's profile in the eyes of international consumers. This is in line with research ElAydi (2018) and (Ahmad & Guerrero, 2020), marketing activities on social media, such as content sharing, interaction with users, accessibility, and credibility, significantly impact brand awareness. Small businesses use social media to increase brand awareness. Platforms like Instagram and Facebook effectively build customer relationships and increase brand visibility. In addition to raising awareness, this activity is expected to increase product sales in the

international market. Although the direct impact on sales takes time to measure, the increase in interest and interaction on social media provides a positive indication of the potential for future business growth.

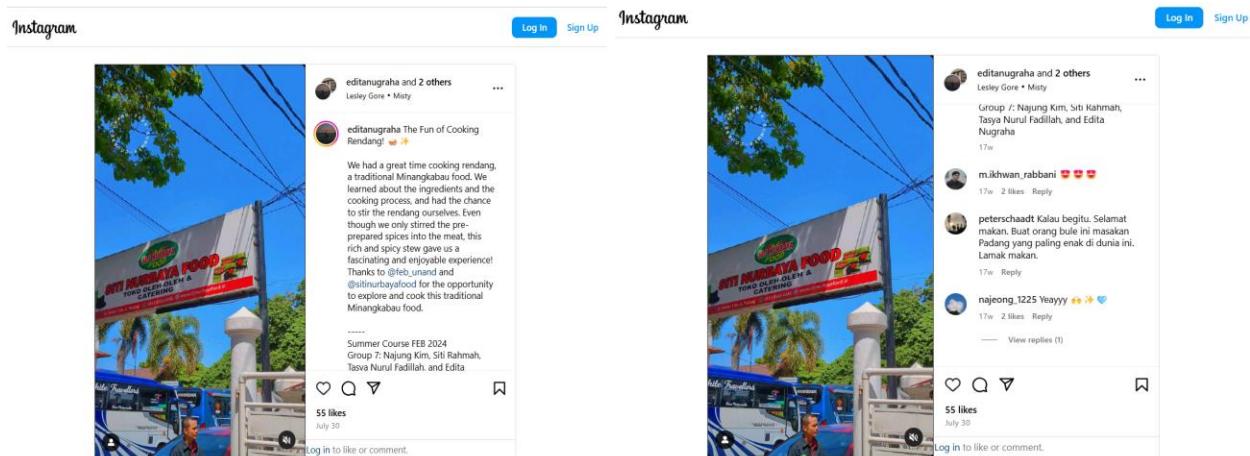


FIGURE 5. Interaction on Social Media

4. Intercultural Collaboration and Interaction

This activity successfully facilitated close collaboration between international and local students. Through teamwork, students from various cultural backgrounds had the opportunity to exchange ideas and perspectives, enriching their experiences and improving intercultural understanding. This collaboration strengthened international relations between Universitas Andalas and partner universities abroad. Besides the academic side, this activity also allowed international students to learn more about Minangkabau culture. Through direct involvement in creating promotional videos highlighting local products, they gained in-depth insight into the traditions and uniqueness of Indonesian culture. The participants recognized this experience as one of the most valuable aspects of the program. According to Susilo et al (2023), collaboration between international and local students in cultural promotion video-making projects can enrich their experience, enhance cross-cultural understanding, and strengthen international relations between educational institutions. Through direct involvement in this kind of activity, students learn about other cultures and contribute to promoting and preserving local culture in the eyes of the world.

5. Support for Achieving Faculty Performance Indicators

By involving 20 international students from partner universities, this activity supports the Faculty of Economics and Business, Universitas Andalas's efforts in increasing the number of international students participating in academic and non-academic programs. This activity also enriches the faculty's internationalization program by providing direct experience to international students locally. This activity also strengthens the role of the Faculty of Economics and Business in community service, especially in supporting the development of local SMEs. This activity shows how higher education can contribute significantly to regional economic development and internationalization of products through synergy between academics, students, and business actors.

CONCLUSION AND RECOMMENDATION

The "Empowering Local Entrepreneurs: Creating Promotional Videos for Rendang Siti Nurbaya" activity has been successfully implemented with satisfactory results. Through collaboration between

international and local students, as well as support from the Faculty of Economics and Business, Universitas Andalas, this activity has not only succeeded in improving students' practical skills in digital marketing and video production but also contributed significantly to the promotion of local products to the international market. The results show that this program has a broad positive impact on the students involved and Rendang Siti Nurbaya entrepreneurs. Increased brand awareness on social media, productive interactions between students from various cultural backgrounds, and support for achieving faculty performance indicators are some evidence of the success of this program. However, the evaluation that has been carried out also identified several areas that can be improved for implementing similar activities in the future. The following is a specific evaluation that summarizes success indicators before and after international service activities :

Aspec Evaluation:

1. Student's Skill

- Digital Marketing

Before the activity, students' understanding of theory was limited, and they had little direct experience. After the activity, students became proficient in managing social media content.

- Video Production

Before the activity was carried out, the majority of students were not yet proficient in professional video editing. After the activity was carried out, students mastered the techniques of shooting, editing, and visual storytelling.

- Project Management

Before the activity, coordination among students was less than optimal. After the activity, team coordination in completing the video project improved.

2. Brand Visibility

- Brand Awareness

Before the activity, Rendang Siti Nurbaya had < 3000 followers on Instagram, and low content interaction. After the activity was carried out, > 3,300 followers, an increase in likes, shares, and comments on each post.

- Social Media Interaction

Before the activity, the average interactions per post (number of likes, comments, shares, views) were less than 50. After the activity, the average interactions per post were more than 50.

- Global Product Perception

Before the activity, International consumer interest was still limited to local/national markets. After the activity, positive responses from international students, and the dissemination of content to global audiences.

- Content Distribution Channels

Before the activity, the platform used for promotion relied on local media and direct promotion. After the activity was carried out, Instagram and Facebook have the potential to expand to YouTube and other global media.

This activity provided several vital lessons that can be replicated in the future. First, initial technical training is crucial to ensure that students are skilled in video recording and editing. Second, collaboration between local and international students has been proven to improve the quality of work while strengthening cross-cultural understanding. Third, the distribution of promotional content should be expanded to other digital platforms such as YouTube or official websites to reach a broader audience. Fourth, the impact of promotions should be evaluated continuously, including measuring social media interactions and potential sales increases. Finally, thorough documentation of the entire process is essential to ensure the program can serve as a model for similar activities in other locations.

Ultimately, the success of this activity cannot be separated from the support of various parties, including enthusiastic students, the cooperative Rendang Siti Nurbaya entrepreneur, and the team of lecturers and staff at the Faculty of Economics and Business, Andalas University, who are always committed to giving their best. It is hoped that this activity can serve as a model for similar programs in the future, which not only strengthen students' ability to tackle global challenges but also contribute to the development of the local economy and the promotion of Indonesian culture on the international stage.

Long-term evaluations are also needed to assess the effectiveness of promotions, including sales growth analysis and market expansion. For time management, improvements are required in areas such as video editing by implementing stricter schedules and ensuring all participants are aware of deadlines. Better coordination among teams using digital project management tools is also recommended to streamline processes and avoid delays. With these evaluations and recommendations, future activities are expected to run more efficiently and have a greater impact on all stakeholders involved.

ACKNOWLEDGMENTS

The author would like to thank the Faculty of Economics and Business, Universitas Andalas, for organizing community service activities involving international students. In addition, the author would also like to thank all parties (Lecturers of the Faculty of Economics and Business) who have participated and helped implement this community service. All errors are ours.

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