

Website Development for Mochi Momi UMKM Community in Cianjur: Enhancing Digital Marketing and Post-Earthquake Business Recovery

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ABSTRACT

The impact of the 2022 earthquake in Cianjur Regency continues to be felt, particularly by MSME (Micro, Small, and Medium Enterprises) actors in the affected areas, such as Nagrak Village, Cianjur. In the last three years, sales of MSME products have drastically declined. Three years after the disaster, MSME actors formed a product marketing community under a souvenir outlet called Mochi Momi, initiated by Mrs. Ai Yani Nourmayani. However, the community still relies on offline sales, with sales increases occurring only on weekends, national holidays, or school holidays, when most visitors purchase typical Cianjur souvenirs. With a monthly turnover of approximately IDR 177 million, divided among around 77 active MSME members, the average turnover per MSME remains relatively low at around IDR 2,300,000 per month. Through the Community Partnership Empowerment Program (PKM) conducted by the Research and Community Service Institute (LPPM) of Universitas Putra Indonesia, an assessment-based initiative was carried out to provide digital marketing management assistance, community organizational strengthening, and website development as a digital marketing space for the Mochi Momi MSME community. This program was funded by the Ministry of Education, Culture, Research, and Technology through the Directorate of Research, Technology, and Community Service (DRTPM) in 2025. The general objectives of this Community Partnership Empowerment Program (PKM) program are to enhance sustainable and inclusive economic growth with full stakeholder participation, reduce economic productivity disparities and limited opportunities for communities to engage in digital marketing, and strengthen MSME community organizations to foster independence. The program also aligns with efforts to build peaceful and inclusive communities for sustainable development, ensuring equitable access, and strengthening local institutions with effective,

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accountable, and transparent governance systems. The methodology applied in this community service program utilized a participatory development approach that positioned the community as the main subject in program design and implementation. Methods included assessment, FGDs, location surveys, partner potential mapping, training workshops, monitoring, and evaluation. The Community Partnership Empowerment Program (PKM) program resulted in the creation of a website (www.umkmmochimomi.com), the development of partners' skills in website operation, content management (photos/videos/product descriptions), e-commerce transactions, as well as improved knowledge in product quality and packaging for global markets, and organizational management of the MSME community. This program is expected to enhance members' knowledge and skills in adapting to e-commerce technology, expanding product marketing reach, and shifting from conventional to digital marketing to increase sales turnover and product promotion.

INTRODUCTION

Three years after the earthquake that struck Cianjur Regency on November 21, 2022, with a magnitude of 5.6 at a depth of 10 km (Detikcom, 2022), the region has begun to recover. The disaster caused severe damage in four sub-districts—Cugenang, Cilaku, Sukalarang, and Caringin—destroying more than 56,400 houses and several vital public facilities. The impact was also strongly felt by approximately 1,500 MSMEs in the affected areas.

The earthquake's impact extended beyond housing and infrastructure, directly affecting MSME businesses, many of which lost production facilities, equipment, and distribution channels (Bahtiar, Sulaeman, & Aditya, 2023). According to BPS (2022, 2023), Cianjur Regency has around 250,808 MSME actors, playing a crucial role in economic resilience. The destruction of production houses—many of which doubled as production facilities—seriously disrupted production and marketing activities, particularly since equipment was heavily damaged and could not be reused.

Despite these challenges, MSME actors did not give up. Under the leadership of Mrs. Ai Yani Nourmayani, owner of Mochi Momi, more than 100 MSMEs were allowed to place their products at the Mochi Momi outlet in Komplek Pesona Indah, Cianjur. Although the outlet building itself was damaged, this did not diminish the community's motivation to continue production and sell their products through conventional methods.

An assessment conducted by the Community Partnership Empowerment Program (PKM) team of Universitas Putra Indonesia found that of 304 MSMEs once affiliated with the Mochi Momi community, only 182 remain active, producing various products such as processed foods (souvenirs typical of Cianjur), packaged herbal drinks, handicrafts, and other regional specialties, including Pandanwangi rice, honey, and tauco. The decrease in active members was mainly due to production halts caused by lack of capital, difficulty in obtaining raw materials, damaged production facilities, and low profit margins relative to production costs.

TABLE 1. Sales Turnover of Partner Products (Sales Conducted Conventionally)

Product Category	Number of MSMEs	Turnover/Month (IDR)	Total Turnover/Month (IDR)
Cianjur			
Traditional	121	157.790.000	280.240.000,-
Snack Souvenirs			
Handicrafts and Accessories	20	45.250.000	
Packaged			
Herbal Drinks (Cianjur Specialty)	10	20.450.000	
Other Products (Pandanwangi Rice, Honey, etc.)	31	56.750.000	

The table above illustrates the initial condition of the partners, who rely solely on conventional product sales through direct transactions at outlets or stores. When the total monthly turnover is divided among the 182 MSME actors, the average turnover per MSME is approximately IDR 1,540,000 per month, which remains relatively low. Based on the assessment, it can be concluded that the Mochi Momi MSME community requires a strategy to expand its marketing reach by utilizing digital media and e-commerce through a website platform to support efforts in increasing turnover and business productivity. In addition, assistance in marketing management and community organization is necessary to significantly enhance the entrepreneurial capacity of the MSME community (4).

Purpose

Purpose of the Program Implementation:

- To enhance the knowledge and skills of the partner community in adapting digital promotional and marketing media to expand MSME product marketing and increase turnover value.
- To promote sustainable and inclusive economic growth with full participation in productive and decent work for all. This is motivated by the economic challenges faced by low-income communities, along with persistent disparities in economic productivity and limited opportunities for community engagement in economic activities (SDGs: Economy) (5).
- To strengthen MSME community organizations to foster community independence, aligned with efforts to build peaceful and inclusive societies for sustainable development, ensure fair access, and establish effective institutions. However, issues remain concerning the uneven implementation of effective, accountable, and transparent governance systems (SDGs: Institutions) (6).
- To improve partnerships between universities and partners (productive community groups) for sustainable development, complemented by multi-stakeholder collaboration to mobilize and share knowledge, expertise, and technology to achieve sustainable development goals, particularly at the local level (IKU-1).
- To involve students in community mentoring activities as a form of implementing theoretical and

practical coursework. Students also participate in designing websites and creating website content to improve their skills and compile a professional portfolio that can serve as a record of achievement in the industrial sector (IKU-2).

- To increase the use of enabling technologies, particularly information and communication technology.
- To encourage and strengthen cooperation between universities and partners (productive community groups) based on shared experiences and collaboration strategies.
- To develop quality, reliable, sustainable, and resilient infrastructure—including regional and cross-border infrastructure—to support economic development and human welfare, with a focus on affordable and equitable access for all. This includes significantly improving access to information and communication technologies and striving to provide universal, affordable internet access in rural areas.
- ASTA Cita: Building from villages and grassroots levels to achieve economic equity and poverty alleviation. Following the earthquake in several areas of Cianjur Regency, particularly in Nagrak Village—the earthquake's epicenter—many MSME production houses were destroyed. The proposed Community Partnership Empowerment Program (PKM) program serves as an effort to rebuild the potential of MSMEs in Cianjur Regency, especially in disaster-affected areas, while also providing motivation and entrepreneurial resilience to recover from adversity, rebuild, and expand businesses more broadly through the MSME community website (7).

Focus of the National Research Master Plan (RIRN):

Government Regulation of the Republic of Indonesia (PP) No. 14 of 2015 concerning the National Industrial Development Master Plan (RIPIN) 2015–2035 states that one of the goals and stages of industrial development is the advancement of innovation and mastery of technology. This means that innovation, development, and technology mastery are among the key pillars in achieving national industrial development (8). Through this strategy, it is expected that the skills of MSME actors, particularly within the partner community, in adopting and operating digital technology for digital marketing activities will significantly improve. Moreover, the partner community is expected to further optimize the use of promotional and marketing media through the website.

The Obstacle of Partner Assitances

The Mochi Momi MSME Community was established in 2021 in Cianjur under the leadership of Mrs. Ai Yani Nourmayani, owner of the Mochi Momi outlet, which produces and sells the traditional Cianjur mochi. Along with the increasing number of consumers visiting the Mochi Momi outlet and the growing enthusiasm to purchase various Cianjur souvenirs besides mochi, Mrs. Yani invited MSME actors from surrounding areas and across Cianjur Regency to join the community and consign their products at Mochi Momi.

In the aftermath of the earthquake, the Mochi Momi outlet played a pivotal role in supporting affected MSME actors to resume production and recover from hardship by providing business capital loans and purchasing MSME products in cash (direct purchases) for resale at the outlet.

The Mochi Momi MSME Community consists of 182 members, of whom 77 are active, producing packaged snack foods typical of Cianjur, herbal drinks, Cianjur coffee, honey, handicrafts, Pandanwangi

rice, and other regional specialties. Among these 77 active members, nearly 80% have not yet been able to adopt digital media or online marketing platforms to promote their products. Mochi Momi itself only uses Instagram and Facebook as online promotion and marketing channels, with a sales response rate of merely 10%.

In terms of offline marketing, the Mochi Momi outlet currently accommodates more than 300 product types from 182 Cianjur MSME actors, relying primarily on local consumers and tourists. Another obstacle faced by MSME actors is the lack of time to manage marketing content on social media, as they are more focused on production activities. In addition, many of them face limitations due to inadequate devices that do not support the use of social media applications.

Priority Issues

Partner's Problems

- The priority issue mutually agreed upon with the partners is the need for guidance and training to strengthen the potential of the Mochi Momi MSME Community along the entire value chain. Most MSME actors in the target area still face limitations in production equipment and continue to apply traditional (home-based) business management and marketing strategies, particularly in relation to the improvement of online marketing (9).
- The knowledge and skills of partners in adapting digital media remain relatively low.
- The main priority issues in assistance are as follows:
 - ✓ Partners require information on business management, financial management, branding, production equipment, product packaging, promotion, and online marketing.
 - ✓ Partners require training and workshops to improve knowledge and skills in business management, financial management, branding, product packaging, promotion, and online marketing.
 - ✓ Partners require a website as a strategy for developing online marketing and sales of food, beverages, and other local specialty products from Cianjur.
 - ✓ Partners require training for human resources who will manage the website as an integrated medium for product promotion and sales.
 - ✓ Partners require ICT tools and website networks to support the operations of digital marketing activities.
 - ✓ Partners require supporting equipment for photography and video production to promote MSME products that will be marketed through the website.
 - ✓ Partners require supporting equipment for production and packaging.

Impact and Benefits of the Program:

- This Community Service Program will have a significant impact on increasing the revenue of the partners.
- The targeted partners' ability to expand marketing by utilizing website media.
- Enhancement of the targeted partners' capacity to independently manage their websites.
- Strengthening the organizational capabilities of the targeted partners, which is expected to foster

broader and more sustainable community organization benefits by increasing the number of MSME actors who join or participate.

- Contributing to the strengthening of regional economic potential, particularly in Cianjur Regency.

Students are engaged in 6 credit hours of experiential learning outside the campus, sharing direct experiences with the target community groups, and applying the theories acquired in the classroom. It is expected that through this hands-on experience, students will gain added value, enhancing their qualifications as graduates who are experienced in implementing programs within the community.

Solutions

The solutions are based on the problems faced by the partners, namely:

- Conducting assessment activities and TOT (Training of Trainers) for the assisted participants. This is followed by mentoring related to product and packaging maintenance, strengthening the partner community organization, and improving partners' skills in managing websites. Activities are carried out in three (3) meetings with community members at the Mochi Momi Outlet and the Computer Lab of Universitas Putra Indonesia, attended by 35 members of the MSME community.
- Providing guidance and TOT training for target partner groups to maintain digital promotional content.
- Conducting TOT training to assist in the operations of online promotion and sales via the website.
- Performing evaluation and monitoring once a month throughout the program. Strengthening digital promotional and marketing content, as well as developing a community digital marketing website in the target area under the domain www.umkmmochimomi.com.
- Implementing a documentation system workshop for website content, attended by 43 members of the partner community. The workshop focuses on utilizing the website system for the workflow of MSME product promotion and sales activities.
- Establishing a commitment from the target groups/communities to help enhance the knowledge and skills of MSME actors outside their community in digital marketing, and to involve them in marketing MSME products through the website.

TABLE 2. Sales Turnover of Partner Products (Sales Conducted Conventionally)

Solution	Completion Target
Assessment of the target partner community	Accommodate the problems faced by partners to serve as the focus of the Community Partnership Empowerment Program (PKM) program mentoring.
Guidance and TOT (Training of Trainers) for target partner groups on maintaining digital promotional content	Partner community members are trained to carry out digital promotional content maintenance activities.
Guidance and TOT (Training of Trainers) to assist in online promotion and sales operations via the website	Partner community members gain the capability to conduct online promotion and sales activities through the website.
Evaluation and monitoring of digital promotional and marketing content, and development of a community digital marketing website in the target area under www.umkmmochimomi.com	Monitoring and evaluation (M&E) activities are conducted after the website becomes operational, carried out quarterly during the program.

Solution	Completion Target
Workshop on documentation system for website content	One (1) workshop on creating website promotional content is conducted in the third month of the Community Partnership Empowerment Program (PKM) program.
Workshop on utilizing the website system for the workflow of MSME product promotion and sales	One (1) workshop on MSME product promotion and sales is conducted in the fourth month of the program.
Monitoring and Evaluation	Three (3) monitoring and evaluation activities are conducted with partners throughout the program
Commitment from the target groups/communities to enhance the knowledge and skills of MSME actors outside their community in digital marketing, and involve them in marketing MSME products through the website	An official report containing the partner community's commitment to independently manage the website after the PKM program concludes.



FIGURE 1. Workshop For Website Operators



FIGURE 2. Focus Group Discussion (FGD)

METHOD

This Community Partnership Empowerment Program (PKM) program aims to enhance the knowledge and skills of members of the target partner groups in adapting and managing digital marketing technologies, thereby expanding the marketing reach of MSME products. It seeks to shift mindsets from conventional marketing to digital marketing to increase sales revenue and product promotion.

Problem-Solving Method:

- Assessment and Identification of Community Needs
The Research and Community Service Institute (LPPM) of UNPI Cianjur, in the initial stage, conducts a Needs Assessment to map the partners who will be targeted as beneficiaries for a pilot project (prototype). The success of this program will eventually be disseminated broadly and sustainably.
- Program Design, including:
 - ✓ Community profile website development
 - ✓ Product branding
 - ✓ Strengthening promotion through social media
 - ✓ Workshops on promotional content and maintenance
 - ✓ Training – To solidify the program, the LPPM UNPI Cianjur team will conduct FGDs, workshops, and training on promotional content, use of mobile marketing applications, websites, in-depth product branding, and social media promotion.
- Mentoring – Following the training, the LPPM UNPI Cianjur team will provide mentoring to ensure the program runs smoothly.
- Program Implementation – Implementation includes website application usage, personal branding development, e-commerce utilization, and promotion through social media.
- Program Evaluation – Monitoring and evaluation processes will be conducted as a form of control and continuous improvement (continuous improvement) to ensure sustainable program success.
- Business Management Mentoring – Mentoring to strengthen community business management.
- Digital Marketing and Website Utilization Mentoring – Mentoring to improve digital marketing skills and the effective use of websites.

Accompaniment Framework

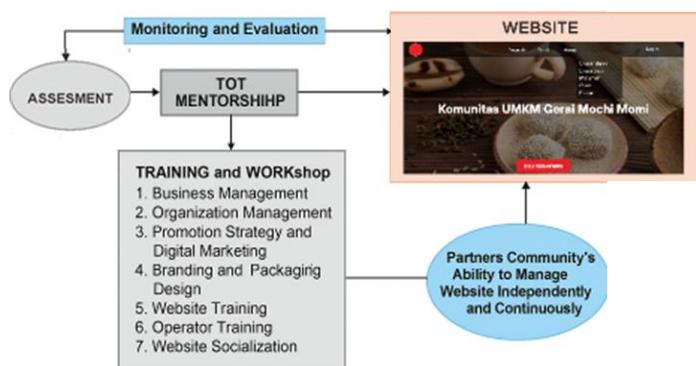


FIGURE 3. Accompaniment Framework

Evaluation of Program Implementation and Program Sustainability in the Field:

- The Community Partnership Empowerment Program (PKM) team conducts monitoring and evaluation as a form of program sustainability control and continuous improvement efforts.
- The Community Partnership Empowerment Program (PKM) team conducts monitoring and evaluation to review the optimization of the applied website technology and the partners' skills in managing the website.
- The Community Partnership Empowerment Program (PKM) team conducts monitoring and evaluation to review the partners' abilities and skills in digital marketing management and revenue growth.

RESULT

This website has not been fully operational yet because it has not been launched to the public. The achievement objectives of Community Partnership Empowerment Program (PKM) are in line with the initial program targets, namely: website design development, strengthening partners' knowledge and skills in website operation, strengthening community organizational management, improving product and packaging quality to meet global market standards, and enhancing partners' abilities in creating product content (video/photo/narrative) to be displayed on the website. The product photos featured on the website are the result of the Community Partnership Empowerment Program (PKM) assisting community members.

Added Value of the Community Partnership Empowerment Program (PKM) for the Community

- Members of the UMKM Gerai Mochi Momi community are trained in website operation.
- Members of the UMKM Gerai Mochi Momi community can create product videos and photos independently.
- Strengthening of the community organization to support sustainable online production and marketing activities, and increasing the number of community members joining UMKM Gerai Mochi Momi—from initially 77 active MSMEs to currently 132 MSMEs.
- The website www.umkmmochimomi.com provides added value to support and increase the number of MSMEs moving up in class.
- The existence of the website provides prestige to elevate the marketing position of MSME products to a higher level, making them accepted in the global market.

Below is an overview of the technology and innovation of the website www.umkmmochimomi.com.

Technology and Innovation Overview



FIGURE 4. UMKM Mochi Momi Website

Home

- Displays information about the MSME community members who are part of Gerai Mochi Momi, including its history, objectives, and the role of the community.
- Showcases various past and upcoming activities, such as workshops, bazaars, or other events.
- Presents the community's vision and mission so that visitors can understand its main goals.
- Highlights selected featured products with images and brief descriptions.

Profile

- Contains more detailed information about the community, including background, organizational structure, and the story behind the Mochi community.

FIGURE 5. Mochi Momi Profile

Menu (Dropdown)

- Provides a list of the various menus available.
- The dropdown allows users to view product categories, such as different types of Cianjur specialty souvenirs, mochi, bag isi, and other new innovations.

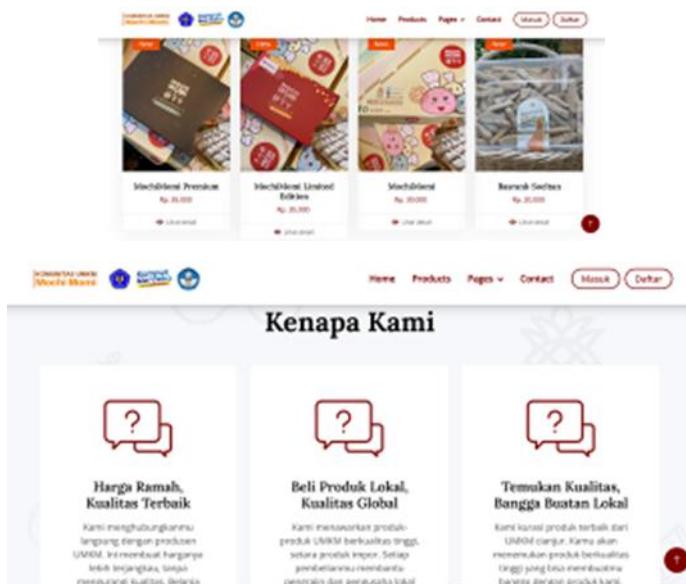


FIGURE 6. Mochi Momi Menu

Testimonials

- Displays comments from consumers who have purchased MSME products.



FIGURE 7. Mochi Momi Testimonials

Admin Login

- Specifically for community admins to manage website content.
- Admins can update community information, add new activities, manage products, and organize menu categories.

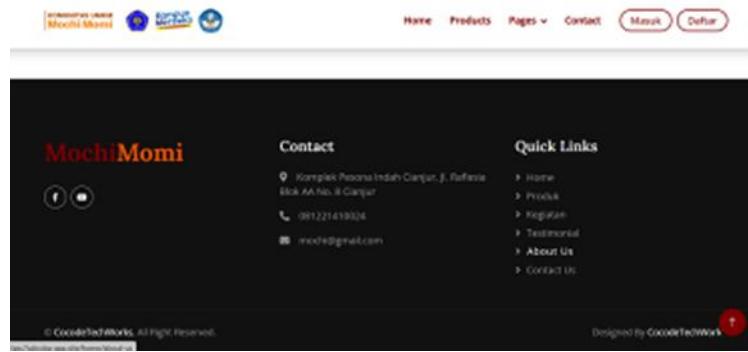


FIGURE 8. Mochi Momi Login

DISCUSSION

A total of 77 active members of the UMKM Gerai Mochi Momi community participated in this Community Partnership Empowerment Program (PKM), although not all could attend every meeting due to production time constraints. This Community Partnership Empowerment Program (PKM) program has significantly impacted the improvement of knowledge and skills of the target partner group members in adapting to and managing digital marketing technology, particularly in website management.

Several training/workshop and mentoring activities were conducted, including website design development, product photo and video content creation, content upload and refresh systems, as well as website maintenance. For the technical team in website management, two (2) community members were appointed as administrators and website operators.

To support this program, the LPPM UNPI Cianjur team carried out FGDs, workshops/trainings on promotional content, the use of mobile marketing applications, website management, in-depth product branding, and promotion on social media, including Instagram and Facebook of Mochi Momi.

For the mechanism of dividing product groups to be displayed on the website homepage, the 77 community members were divided into groups according to product type, consisting of food/snacks (sweet and savory), packaged/herbal drinks, and handicrafts and accessories. These MSME products are displayed in the Menu (dropdown) options containing a list of product menus. The dropdown allows users to view product categories such as various types of Cianjur specialty souvenirs, mochi, bag isi, and other innovations. Each menu displays different varieties of food, beverages, and handicrafts/accessories, complete with product descriptions and prices.

For transactions, prospective consumers or website visitors can open the admin's WhatsApp link by selecting the products they want to add to their shopping cart.

Within the 8-month duration of implementing this Community Partnership Empowerment Program (PKM) program in the field, the website's reach and public/customer responses cannot yet be fully measured because it has not been widely launched to the public. The target of this Community Partnership Empowerment Program (PKM) program is to strengthen and develop the potential of the PARTNER community through website design creation. Community Partnership Empowerment Program (PKM) achievements are in line with the program's initial targets: website design development, strengthening partners' knowledge and skills in operating the website, strengthening community organizational management, improving product and packaging quality to meet global market standards, and enhancing partners' abilities in creating product content (video/photo/narrative) to be displayed on

the website. The product photo content on the website is the result of Community Partnership Empowerment Program (PKM) mentoring provided to the partner community members.

The existence of this website must also be supported by website socialization activities carried out by all partner community members and stakeholders to the wider public, through both online and offline promotional activities. In addition, there must be a shared commitment to actively run the website so that its benefits can be more optimal and sustainable.

CONCLUSION

The eight-month duration of the Community Partnership Empowerment Program (PKM) program implementation was certainly not sufficient to significantly measure the level of achievement of the program for the PARTNERS. However, through the website development program for the UMKM Gerai Mochi Momi community, several obstacles faced by community members in marketing their products online were ultimately addressed effectively and progressively, particularly in motivating the PARTNERS to develop promotional and sales activities through e-commerce.

This program opened the mindset shift from conventional marketing to digital marketing in an effort to increase sales turnover and promote products globally, although it has not yet been measured quantitatively. During the process, this program encountered many challenges, especially due to the limited timeframe and the availability of community members' free time to participate in all stages of program implementation.

This website cannot stand alone; it must also be supported by promotional activities about the website's existence through social media and other promotional activities, both online and offline, carried out simultaneously by all community members, with the support of consumers and stakeholders who also help promote www.umkmgeraimochimomi.com.

Without a strong commitment in the form of a written agreement among all community members regarding website management, and without solid and continuous participation among community members and stakeholders, the existence of this website will not last long. Website content must always be updated and consistently managed to achieve sustainable promotional and sales targets.

Ultimately, the success of this program will be disseminated widely and continuously to other MSME actors who have not yet joined the UMKM Gerai Mochi Momi community.

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