

Empowering Housewives Through Digital Marketing Strategy Training for Processed Bamboo Shoot Products Based on Local Potential in Bokak Sebumbun Village

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ABSTRACT

Community service program to public This aim For increase capacity Mother House ladder in development and marketing product processed bamboo shoots based potential local in Bokak Village Sebumbun, District Sekadau Hilir, Regency Sekadau, West Kalimantan. Problems main issues faced public is low utilization bamboo shoots as product worth plus as well as limitations knowledge public regarding marketing strategies, in particular in aspect packaging, branding, and digital marketing. Activities implemented use approach participatory based community through stages counseling, training, mentoring, practice direct, as well as monitoring and evaluation. The program involves 20 housewives stairs that have interest in processing product local. Results of activities show existence improvement knowledge and skills participant in make packaging more products attractive and hygienic, arrange identity brand products, as well as utilize digital media such as WhatsApp Business, Instagram, and Facebook as means promotion. As many as 80% of participants capable make design packaging simple and operate social media For promotion product in a way independent. In addition, it is formed group business small based supportive community sustainability production and marketing product processed bamboo shoots. This program give impact positive to improvement quality product, expansion market access, as well as potential improvement income society. With thus, marketing strategy training based potential local can be one of approach effective in support empowerment economy public village.

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INTRODUCTION

Bokak Village, Sebumbun, is located in the District Sekadau Hilir, Regency Sekadau, West Kalimantan Province, which has a potential source of power enough nature, abundant, especially in the sector of agriculture and products from non-timber forests like bamboo shoots. Bamboo shoots is material food easily acquired locally and have potential for high economic value if processed become product worth adding. However, the utilization of bamboo shoots by the community is still limited to consumption, house ladder, or for sale in the form of raw material at a relatively low price. Housewife Households in Bokak Sebumbun Village play a vital role in supporting the family economy through agricultural processing. However, limited marketing knowledge and skills are a major obstacle to developing locally-based businesses. The resulting products remain uncompetitive due to a lack of understanding of product packaging, branding, and digital marketing.

Advances in information technology and changes in consumer behavior are encouraging businesses to utilize digital marketing strategies to expand their market reach. According to Kotler, P., & Keller, KL (2016), the right marketing strategy can increase product value and strengthen business competitiveness in the market. Furthermore, digital marketing provides opportunities for MSMEs to reach a wider consumer base at a relatively low cost. Previous research has also shown that utilizing digital media can increase the effectiveness of MSME product promotion and sales.

However, there are still gaps in the implementation of digital marketing strategies for locally potential-based businesses in rural areas, particularly among housewives with limited access and technological literacy. Therefore, a community empowerment program is needed that focuses not only on the production process but also on increasing the marketing capacity of local products. Based on these conditions, this community service program is implemented with a focus on empowering housewives through training in marketing strategies for processed bamboo shoot products based on local potential in Bokak Sebumbun Village. This program is expected to improve community skills in packaging, branding, and digital marketing, thereby increasing product added value, expanding market access, and supporting community welfare.

Purpose of Community Service

- Increase knowledge and skills in the Mother House ladder in making packaging products processed bamboo shoots that are attractive, hygienic, and have a mark to sell tall.
- Increase the ability of participants in building product branding through manufacturing Name products, logos, and product labels.
- Increase skills in digital marketing through the utilization of social media such as WhatsApp Business, Instagram, and Facebook.
- Encourage the implementation of promotional strategies for products in a way effective both offline and online.
- Support the improvement of the income and independence economy of the public through the development of business-based potential local.

METHOD

Research Approach

The research approach in this community service activity uses a community-based participatory approach, namely an approach that places the community as the main subject in the entire activity process. This approach was chosen because it is able to encourage active community involvement, especially 20 housewife participants in Bokak Sebumbun Village, in identifying local potential, understanding marketing problems of processed bamboo shoots, and finding joint solutions through training and mentoring. The implementation of the activity is carried out through several integrated stages, namely counseling on the economic potential of bamboo shoots and the importance of marketing strategies, training on product packaging, branding, and digital marketing, mentoring in the application of training results, direct practice in making packaging and product promotion through digital media, as well as monitoring and evaluation to measure the level of program success based on the improvement of participant skills, product quality, and marketing capabilities. This approach is expected to be able to create sustainable community empowerment and increase community economic independence based on local potential.

Participants and Location

- Activity Participants

Participants in this Community Service activity were housewives living in Bokak Sebumbun Village, Sekadau Hilir District, Sekadau Regency. Participants were selected based on their involvement or interest in agricultural processing and their desire to develop businesses based on local potential. There were 20 participants.

- Activity Location

This community service activity was conducted in Bokak Sebumbun Village, Sekadau Hilir District, Sekadau Regency, West Kalimantan Province. This location was chosen based on its abundant natural resource potential, such as bamboo shoots, and the need to increase the community's capacity to process and market local products based on local wisdom.



FIGURE 1. Involvement of Housewives (IRT).

Program Stages

Implementation activity is done through several stages as follows:

- Extension

is carried out through extension regarding the economic potential of bamboo shoots, the importance of the added value of products, and marketing strategies in increasing the competitiveness of local products.

- Training

Focuses on:

- ✓ Packaging techniques for attractive and hygienic products.
- ✓ Product branding creation in the form of Name products, logos, and labels.
- ✓ Training in digital marketing using WhatsApp Business, Instagram, and Facebook.

- Mentoring

After the training, participants receive mentoring in implementing packaging design, creating social media accounts, compiling promotional content, and product marketing strategies.

- Hands-on Practice

Participants carry out hands-on practice in packaging processed bamboo shoot products, creating promotional content in the form of product photos and videos, and marketing products through digital media.

- Monitoring and Evaluation

Evaluation is carried out to measure the success of the program based on several indicators, namely:

- ✓ Improve knowledge of participants.
- ✓ Ability to make product packaging and branding.
- ✓ Ability to use digital media for promotion.
- ✓ Improve the quality of products and potential marketing.



FIGURE 2. Processed labels and packaging Bamboo shoots Dry

Evaluation

Evaluation of the community service activities showed that the program was running well and achieving its intended objectives, marked by increased knowledge and skills at the Mother House level in product packaging, branding, and digital marketing using social media such as WhatsApp Business,

Instagram, and Facebook. Participants were able to produce processed bamboo shoot products with good appearance and selling value and began practicing independent promotion. However, obstacles remain, such as limited technological capabilities and internet access, so ongoing mentoring is needed to ensure optimal and sustainable use of digital marketing.

RESULTS AND DISCUSSION

Results of Community Service Activities

- Improving Participants' Knowledge and Skills

Activity results show an improvement in participants' understanding of the potential of bamboo shoots as a product featured in the village. Participants understand the importance of the mark plus product through processing, packaging, and appropriate marketing strategies. In addition, participants start to realize that a product has its own local opportunity to compete in the market when marketed in an innovative and professional. As many as 80% of participants are capable of understanding the basic concepts of digital marketing and practice using social media as a means of product promotion. This increased knowledge demonstrates that the training provided has improved the community's marketing literacy.

- Improving Product Packaging Quality

Training packaging give impact positive to appearance product processed bamboo shoots. The previous product, packed simply, has become more attractive, hygienic, and decently marketed. Good packaging not only increases the aesthetics of products, but also improves trust in consumers in quality products. This result is in line with Previous research, which stated that product packaging is an important factor in increasing consumer purchasing interest and the competitiveness of MSME products.

- Product Branding Implementation

Participant capable of making an identity product in the form of a Name product, a simple logo, and a product label that reflects the characteristics of the local Bokak Village Sebumun. Product branding helps increase identity and differentiate products in the market. Good branding implementation can strengthen product image and enhance consumer retention of local products. This demonstrates that strengthening product identity is a crucial part of MSME marketing strategies.

- Digital Marketing Skills Enhancement

Participants start utilizing social media such as WhatsApp Business, Instagram, and Facebook as means promotion products. The use of digital media helps expand the previous market reach, limited to the environment around the village. Some of the participants has Able to create simple promotional content in the form of product photos and attractive product descriptions. Utilizing social media as a digital marketing strategy has proven effective in introducing products to a wider range of consumers. wide. Findings. This support study previously stated that digital marketing provides a great opportunity for MSMEs to increase product visibility and expand the market with relatively low promotional costs.

- Formation of Community Business Groups

This program also encourages the formation of a small business group-based society consisting of from Mother House stairs. Group business. This functions as a receptacle. Work the same in the production, packaging, and marketing processes for the product processed bamboo shoots. Formation

of a business group has a positive impact on the sustainability of the program because it allows for cooperation and division of tasks among group members.

- Impact on Income Increase

Improvement quality of products and marketing strategies gives an opportunity for the public to sell product with mark sell more high. This is an open opportunity for an income improvement family, especially for the Mother House, the ladder involved in the activity effort. Although not yet done, quantitatively measuring revenue in the long term, participants stated that products that had been packaged and promoted digitally received a better response than before.

- Program Implementation Constraints

In implementation activities, several constraints were still found, such as limitations in participants' digital literacy, and internet access is not yet optimal. Therefore, it is necessary that mentoring continues so that digital marketing can be done in a way maximum and sustainable.

DISCUSSION

Activity results devotion to the public show that marketing strategy training product processed bamboo shoots based on potential local give impact positive to improvement knowledge and skills. Mother House stairs in Bokak Village, Sebum. Increasing the ability of participants in packaging products, branding, and digital marketing shows that a participatory-based community approach is effective in pushing empowerment of the community and developing business-based potential locally. As many as 80% of participants are capable of making packaging more attractive and hygienic, 75% of participants are capable of making an identity product in the form of a product name and label, and 70% of participants start utilizing social media such as WhatsApp Business, Instagram, and Facebook as a means promotion product. This result shows that a good marketing strategy can increase Power pull and value sell product so that open greater market opportunities for the public village. Findings. This is in line with Kotler and Keller's theory, which states that packaging and branding are important in increasing Power competition products on the market, as well as supported by research previously mentioned that digital marketing is capable of helping MSMEs expand range marketing with relatively low costs. In addition to providing an impact economy, this program also encourages the formation of group businesses, strengthening society. Work the same between members in the production and marketing process for the product-processed bamboo shoots. However, still there is constraint in the form of limitations digital literacy and internet access so that required mentoring continued so that utilization digital marketing can walk optimally and sustainably.

CONCLUSION

A community service program through training in marketing strategies for processed bamboo shoot products based on local potential in Bokak Sebum Village has successfully improved the knowledge and skills of housewives in product packaging, branding, and digital marketing. The results of the activity showed that participants were able to produce products with more attractive and hygienic packaging, build product identity through branding and labeling, and utilize social media as a promotional tool to expand market reach. This program also encouraged the formation of community business groups that support the sustainability of processed bamboo shoot product production and marketing. With improved product quality and better marketing strategies, this activity has the potential to increase product sales value and support increased income and economic independence for the community based on local

potential. However, further mentoring is needed to improve the community's digital literacy and ensure the sustainability of business development in the future.

SUGGESTION

- Need to mentor advanced in a sustainable way to support the development of the public business.
- Society needs to keep going, increase the quality and innovation of products to be able to compete in a wider market.
- Utilization of digital media for promotion product need optimized in a way consistent.
- Group business public need strengthened through system management and clear task distribution.
- Support government villages and BUMDes required in the form of access to capital, facilities, business, and expansion market access.

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