

The Role of Digital Marketing in the Development of Salt-Based MSMEs: Implementation at the Fajar Samudra Salt Cooperative

¹Wiwik Handayani, ²Firra Rosariawari, ¹Roudlotul Badi'ah, ¹Ihya Nidarul
Ishthifa'iyah, ²Mohammad Bintang Wibowo, ³Rino Damara

¹Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

²Program Studi Teknik Lingkungan, Fakultas Teknik dan Sains, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

³Program Studi Agroteknologi, Fakultas Pertanian, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

Article Info

Article History:

Received: 13 April 2026

Revised: 17 April 2026

Accepted: 20 April 2026

Published: 4 May 2026

Keywords:

digital marketing,
salt-producing MSMEs,
digital marketing,
cooperative groups.

ABSTRACT

The development of digital technology has created significant opportunities for Micro, Small, and Medium Enterprises (MSME) to expand market reach and enhance product competitiveness. However, many MSME, including those operating in the salt industry, have not yet fully optimized the potential of digital marketing. Therefore, this article focuses on analyzing the contribution of digital marketing to the development of MSMEs as applied to the Fajar Samudra Salt Farmers' Cooperative in Blitar Regency. The approach employed in this includes observation, mentoring, and digital marketing training for the partner. The digital marketing strategies implemented consist of establishing social media accounts and marketplace platform, developing promotional content, and providing digital marketing management training for the Cooperative team. The result indicates an improvement in the partner's understanding of digital marketing strategies and the establishment of sustainable online marketing infrastructure. This program plays a crucial role in preparing Fajar Samudra Salt Cooperative to reach broader markets and support business sustainability in the digital era.

This is an open access article under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author

Corresponding author name

Email: wiwik.em@upnjatim.ac.id

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the pillars of the Indonesian economy (Hasvia et al., 2023). MSMEs are one of the pillars of the Indonesian economy and play a strategic role in economic development, both at the national and local levels. According to (Hasibuan et al., 2024), the MSME sector has been shown to make a very significant contribution to Gross Domestic Product (GDP). In the context of the local economy, the presence of MSMEs serves as the primary driver of community economic activity, particularly in rural and coastal areas. (Hasibuan et al., 2024) explain that MSMEs play a vital role in fostering income equality and spreading economic activity across various regions. This makes MSMEs a crucial instrument in poverty alleviation and the improvement of local communities' well-being.

Although the role of SMEs is crucial, they still face numerous challenges in marketing. Most SME operators still rely on conventional sales through face-to-face interactions and local networks, and they are constrained by limited knowledge and resources, as well as low adoption of digital technology. This results in suboptimal product marketing and makes it difficult to reach a broader market (Pramiana & Suprpto, 2024). Digital marketing plays a vital role in helping SMEs break through local market barriers and expand their businesses in the digital age. Furthermore, digital marketing is essential for addressing the challenges of the digital era, where consumers increasingly search for and purchase products online (Aldana et al., 2023). Through training and mentoring in digital marketing, SMEs can enhance their ability to compete in a more competitive market.

As technology advances and consumer behavior increasingly shifts toward the use of digital platforms, digital marketing has become a crucial strategy for MSMEs to increase their competitiveness and expand their market reach. However, limited knowledge and skills in digital marketing management have been the main obstacles for the Garam Fajar Samudra Cooperative (KUB) in adopting this strategy. Therefore, this Directorate of Research and Community Service (DPPM) Program serves as a form of guidance and empowerment for MSMEs with the aim of enhancing the digital marketing capabilities of our partners.

Through the implementation of the DPPM Program, the Garam Fajar Samudra Cooperative received training and guidance on managing social media accounts, utilizing marketplace platforms, and creating engaging and informative promotional content. This program focuses not only on introducing digital technology but also on enhancing KUB Garam Fajar Samudra's strategic understanding of the importance of digital marketing in supporting business sustainability. Through this program, it is hoped that MSMEs can begin to optimize digital technology and expand the market for their salt products, while simultaneously enhancing long-term business sustainability (Wulandari & Andarini, 2025)

IMPLEMENTATION METHOD

This community service activity was held at the residence of Mr. Sukani, chairman of the Garam Fajar Samudra Cooperative, located in Dusun Peh Pulo Summersih Village, Panggungrejo Subdistrict, Blitar Regency. The program was implemented throughout its duration with a focus on enhancing the marketing capacity of MSMEs through the use of digital marketing tailored to the partners' conditions and needs. The implementation method for this activity employed an approach such as participatory mentoring, beginning with observations to identify the initial marketing conditions of the Garam Fajar Samudra KUB. Subsequently, discussions were held with the KUB team to explore business

challenges and potential in greater depth. The results of these observations and discussions served as the foundation for formulating a more precise and practical digital marketing strategy (Kiromah & Nuryami, 2024). The final phase of the activity was carried out through hands-on practice, where the DPPM team assisted the partners in creating social media accounts and marketplace profiles, as well as developing promotional content (Malik et al., 2025). In implementing this activity, the DPPM team—particularly the marketing division—played an active role in providing training, technical assistance, and guidance on sustainable digital marketing management to support the business development of the Garam Fajar Samudra KUB.

RESULTS AND DISCUSSION

The implementation of the DPPM Program at the Fajar Samudra Salt Cooperative has yielded several tangible achievements in the development of digital marketing for MSMEs. The main outcomes of this initiative include the creation of an Instagram social media account and a Shopee Marketplace account as online marketing channels. These two platforms serve as the foundational digital marketing infrastructure that the Fajar Samudra Salt Cooperative previously lacked, thereby opening up broader access to promotion and sales of salt products that can now be reached anywhere.

Creation of Social Media Accounts

The creation of social media accounts is one of the key strategies in the digital marketing development of KUB Garam Fajar Samudra. The platform used for this initiative is Instagram, which was chosen for its wide user reach and effectiveness as a promotional tool for MSME products. It also allows for the visual and interactive presentation of product information, enabling the organization to reach a broader audience than through conventional marketing methods.



Figure 1. The Instagram account of KUB Garam Fajar Samudra

The purpose of creating social media accounts is to serve as a promotional platform and branding tool for the salt products of KUB Fajar Samudra. Through social media, information about the products and the benefits of the salt can be consistently communicated to consumers. Additionally, the presence of KUB Fajar Samudra's social media accounts is expected to increase product visibility, build consumer trust, and expand the marketing network in a sustainable manner.

In managing the social media accounts, a visual concept and brand identity are applied that are simple and consistent with the character of the salt products and the coastal region. Their identity is built through uniform content design, consistent use of the logo and business name, and informative captions to reinforce the image of KUB Garam Fajar Samudra as a product of superior value and quality.



Figure 2. KUB Garam Fajar Samudra's marketplace account

Creation of Marketplace Accounts

To expand the marketing reach of KUB Fajar Samudra's salt products, the community service team chose to use the Shopee marketplace as its primary digital marketing platform. Shopee was chosen because it is one of the marketplaces that offers supportive features such as promotions, product catalogs, and broad buyer access, making it suitable for SMEs; additionally, Shopee has the largest user base among e-commerce platforms in Indonesia. Marketplaces like Shopee are utilized by SMEs as a means of promotion and market expansion, although the extent of their utilization still depends on the readiness of individual business owners (Septiana & Widayani, 2020)

After selecting the platform, the store profile was filled out, covering business identity and contact information, including the creation of informative product descriptions regarding the type, uses, and benefits of the salt. Pricing was set in accordance with production costs and market conditions, and supported by the presentation of attractive product photos to increase consumer interest.

The creation of accounts and management of this marketplace followed a hands-on approach guided by the community service team for the Garam Fajar Samudra KUB team, as implemented in other digital marketing training sessions for MSMEs, where participants were guided step-by-step to manage their online stores on Shopee through the stages of installation, product uploading, and hands-on product marketing (Anisah, 2021)

Figure 2 shows the Shopee marketplace account of KUB Garam Fajar Samudra, which clearly identifies the store through the use of the business name and logo as the profile photo. Figure 3 shows one of the products from the Fajar Samudra Salt Cooperative. The products displayed are non-iodized fish salt in various packaging options and grades, complete with product images, names, and informative pricing, making it easier for consumers to select products before checkout. Having a store on this marketplace is an important first step in expanding marketing reach and increasing product visibility through online sales.



Figure 3. One of Fajar Samudra's products

Creation of Promotional Content

The promotional and educational content on the Instagram account @garamfajarsamudra is part of the educational and branding content strategy developed as part of this community service initiative. This is evident in the posts, which provide information about the definition, composition, and benefits of salt in daily life using accessible language and illustrative visual designs. This educational content is presented in poster format so that it is easily understood by the audience and serves to increase both knowledge and interest in the product.

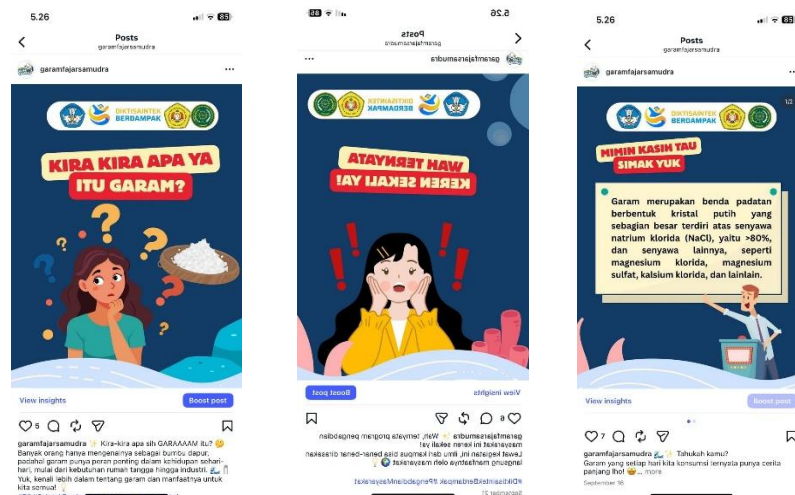


Figure 4. An Illustration of Educational Content on Social Media

In addition to serving as an educational tool, this content also strengthens the branding of KUB Garam Fajar Samudra through the use of a consistent visual identity, such as a predominantly blue color scheme, coastal-themed illustrations, and strategic logo placement. All content is designed using Canva and tailored to the target market, ensuring that social media serves not only as a platform for product promotion but also as a channel for communication and the ongoing enhancement of the company's brand image.

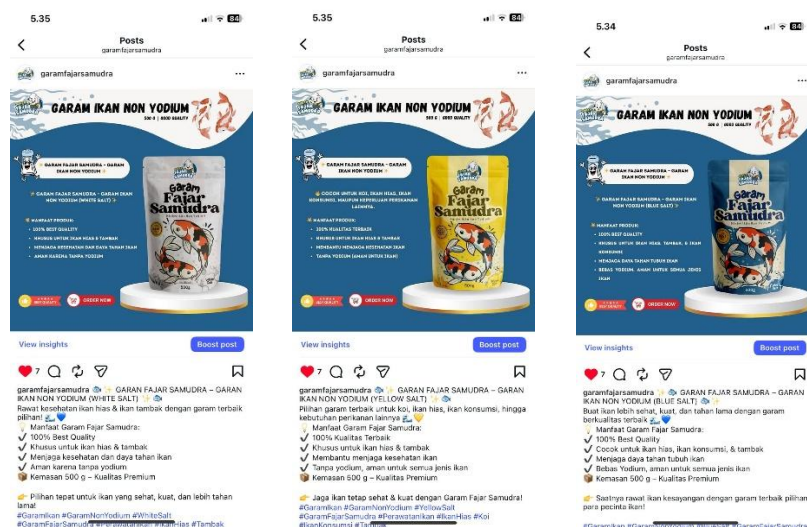


Figure 5. Example of Promotional Content

Marketing Training for the Fajar Samudra KUB Team

Digital marketing training for the Fajar Samudra KUB team was conducted to enhance members' understanding and skills regarding how to implement digital marketing strategies for their businesses. The training material covered several key aspects, including the basics of digital marketing, how to manage social media, and techniques for uploading products to marketplaces (Putri et al., 2025). During this training, members of the Fajar Samudra KUB were introduced to the basics of digital marketing and its benefits for MSMEs, followed by guidance on social media management, such as content creation, utilizing Instagram and Facebook features, and the use of hashtags and captions. Additionally, participants were trained on product upload techniques on the Shopee marketplace, including filling out descriptions, setting prices, arranging photos, and selecting product categories.



Figure 6. Conducting Marketing Training

The training method combines theoretical explanations with hands-on practice, allowing participants to immediately apply the material on social media and marketplaces with guidance from the DPPM team. This approach is effective in enhancing participants' technical skills and self-confidence.

Results and Impact of the Activity

The implementation of the DPPM Program at the Fajar Samudra Salt Cooperative yielded several tangible achievements in the development of digital marketing for MSMEs. The main outcome of this activity was the creation of an Instagram social media account and a Shopee marketplace account as online marketing tools. The existence of these two platforms serves as the foundational infrastructure for digital marketing that KUB Garam Fajar Samudra previously lacked, thereby opening up broader access for the promotion and sale of salt products that can be reached anywhere.

In addition, this initiative can also enhance the KUB team's understanding and readiness to implement digital marketing through the training and mentoring provided. Short-term impacts are evident in the partners' ability to manage social media accounts and present product information independently, while potential long-term impacts include expanding market reach, increasing product competitiveness, and ensuring the sustainability of the Garam Fajar Samudra KUB business in the digital age.

CONCLUSION AND RECOMENDATION

The implementation of the DPPM Program at the Fajar Samudra Salt Farmers' Group resulted in the creation of an Instagram account and a Shopee Marketplace store as digital marketing tools that the group previously lacked. The establishment of these platforms serves as the first step toward expanding the online promotion and sales of salt products, while also increasing product visibility beyond the scope of conventional marketing. Additionally, this initiative has improved the KUB team's understanding and readiness to implement digital marketing through the training and mentoring provided.

Short-term impacts are evident in the partners' ability to manage digital accounts and present product information independently, while long-term potential includes expanded market reach, increased product competitiveness, and the sustainability of the Fajar Samudra Salt KUB's operations in the digital era.

REFERENCES

- Aldana, S., Haq, A., & Muljanto, M. A. (2023). Pemberdayaan Masyarakat Melalui Adaptasi Digital Marketing Pada UMKM Kalirungkut. *Jurnal Pengabdian kepada Masyarakat Nusantara*, 4(3), 1958-1963.
- Anisah, G. (2021). Pelatihan digital marketing menggunakan platform marketplace Shopee untuk kelompok pemuda wirausaha di Desa Mulyoagung-Bojonegoro. *Mafaza: Jurnal Pengabdian Masyarakat*, 1(1), 1-10.
- Hasibuan, I. M., Erianto, R., & Sugianto, S. (2024, September). Contribution of the micro, small and medium enterprises (UMKM) sector to the Indonesian economy. In *Proceeding International Seminar of Islamic Studies* (No. 1, pp. 580-588).
- Hasvia, T. G., De Utami, N. A., Aulia, G., & Jones, J. H. (2023). Peran digital marketing dalam pengembangan kegiatan promosi UMKM Windish. *Jurnal Minfo Polgan*, 12(1), 598-610.
- Kiromah, S., & Nuryami, N. (2024). Strategi digital dalam pemasaran produk UMKM di Desa Kropak: Peluang serta tantangan. *Budimas: Jurnal Pengabdian Masyarakat*, 6(3).
- Malik, S. A., Zakaria, N., & Othman, S. (2025). Digital marketing in MSMEs: A focus on challenges and opportunities in Johor. *Insight Journal*, 12(1), 116-128.
- Pramiana, O., & Suprpto, S. (2024). Pendampingan strategi digital marketing dan manajemen usaha untuk umkm desa kampungbaru kecamatan plandaan kabupaten jombang. *Jurnal Pengabdian Masyarakat Bangsa*, 2(3), 605-611.
- Putri, H., Nurkasmir, S., & Nurjanah. (2025). Penguatan Kapasitas Komunitas Melalui Pelatihan Digital Marketing bagi Pelaku UMKM di Desa Sukamaju. *Jurnal Pengabdian Kepada Masyarakat (PEMAS)*, 2(2), 65-73. <https://doi.org/10.63866/pemas.v2i2.84>
- Sulistiyawati, E. S., & Widayani, A. (2020). Marketplace Shopee sebagai media promosi penjualan UMKM di Kota Blitar. *Jurnal Pemasaran Kompetitif*, 4(1), 133.
- Wulandari, E. W., & Andarini, S. (2025). Peran Pelatihan Digital Marketing dan Marketplace dalam Meningkatkan Minat Beli Produk UMKM. *Jurnal Sinabis*, 1(4), 946-959.