Social Media Training as a Tool for Branding and Promotion of MSMEs in Banjarsari Village

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Abstract: This study examines the effectiveness of social media training as a tool for branding and promotion among MSMEs in Banjarsari Village, Garut. The training program involved workshops on managing Instagram and TikTok, developing engaging visual and textual content, and imple-menting digital advertising strategies tailored for rural MSMEs. Using a combination of pre- and post-training surveys, documentation anal-ysis, and participant observation, the research assesses changes in digital literacy, content production abilities, and commercial visibility. Findings reveal significant improvement in participants' understanding and practical skills in social media branding, alongside increased con-fidence and creativity in content creation. This study demonstrates the important role of contextualized visual communication design educa-tion in supporting rural economic empowerment through digital trans-formation of MSMEs.

Keywords: Social Media Training, Branding, MSMEs, Visual Communication, Rural Digitalization.

Introduction

Banjarsari Village in Bayongbong District, Garut Regency, has considerable economic potential, especially through the MSME sector engaged in handicrafts, processed food, and agricultural products. However, MSME actors in this village still face challenges in marketing their products effectively, mainly due to limited knowledge and utilization of social media as a means of branding and promotion. In general, Chen and Wang (2019) noted that access to digital technology in rural areas is very limited, resulting in low participation of rural communities in the digital economy. This minimal contribution is also indicating that villages have not yet fully utilized the potential of the digital economy (Khanam et al, 2023). The government also faces budget constraints in improving digital infrastructure in rural areas, while the private sector is often reluctant to invest in rural regions due to the low purchasing power of the community (Castañeda et al., 2018). Additionally, the low digital literacy in this rural area becomes one of the main obstacles in accessing digital-based economic opportunities (Masenya, 2021). For this, social media is a key tool for reaching new customers and strengthening customer loyalty in today's digital era (Pramuditya, 2024).

In the context of the digital divide between urban and rural areas, the digitalization of MSMEs becomes a solution that can help broaden market access and increase the competitiveness of local products. Digital literacy in rural areas is still low, so efforts to improve digital literacy become the key to developing an inclusive digital economy (Akbar and Wijaya, 2024).

Through workshops involving the management of social media platforms such as Instagram and TikTok, as well as the development of visual content and digital marketing strategies, this program aims to enhance the digital competence and literacy of MSME actors. Optimizing social media as a branding tool for MSMEs can increase engagement and product visibility, ultimately supporting the growth of micro and small businesses (Yuniarti, 2024). The use of platforms like Instagram and TikTok is highly effective in the context of digital marketing training for rural MSMEs. The

workshop includes progressive stages: preparation through data gathering and need analysis; interactive training on social media use, content creation, and customer engagement; and evaluation focusing on content distribution of promotional videos and measuring outreach effectiveness.

Sustainable mentoring is also conducted to ensure the effective and continuous implementation of the training results (Budiarto et al., 2024). The success of the training is evaluated by observing the improvement in participants' ability to optimize social media, the frequency of content creation, and digital interaction. This step is expected to expand market access for village products and gradually reduce the economic gap between villages and cities by involving various stakeholders in an inclusive digital business ecosystem (Delango, 2019).

Method

This study used a community service action research approach focused on empowering MSMEs in Banjarsari Village through social media training as a tool for branding and promotion. The research activities were carried out in three phases: Preparation, Training Implementation, and Evaluation.

The social media training program for MSMEs in Banjarsari comprised interactive workshops on content creation, account management, branding strategies, and paid advertising, complemented by continuous mentoring and evaluated through mixed methods assessing digital literacy improvement and marketing outcomes (Aprilyan et al., 2024).

Figure 1. Attached figure in article

a. Preparation phase
Initial activities involved coordinating with local stakeholders, including village officials and MSME community representatives, to identify the specific needs, product characteristics, and existing marketing challenges faced by MSMEs in Banjarsari. A preliminary survey and interviews were conducted to gather comprehensive data about the MSME products, target markets, and the level of digital literacy among participants. Based on this assessment, tailored training materials and modules were developed. The preparation phase also included logistics arrangement such as scheduling, selection of training venues, and procurement of necessary equipment like smartphones and internet connectivity.

b. Training implementation
The core of the intervention was an intensive series of workshops designed to enhance participants' skills in managing social media platforms, specifically Instagram and TikTok, which were identified as highly effective for rural digital marketing. The workshop modules covered:

Tabel 1. Modules used in the workshop

No	Modules	Description
1	Digital content creation	Guide on how to create compelling visual and textual content using accessible applications such as Canva. This included photography basics, video production, and graphic design tailored for social media branding.
2	Social media management	How to professionally manage accounts, maintain active engagement with followers, utilize features like stories and live sessions, and monitor account analytics to assess performance.
3	Online branding and marketing strategies	Emphasize on creating unique brand identities, understanding customer segments, and crafting promotional campaigns that leverage digital tools for better market penetration.
4	Paid social media advertising	Introduction to budgeting, targeting, and optimizing paid ad campaigns on social media platforms to boost product visibility.

Interactive demonstrations, group discussions, and hands-on practice formed the basis of the training to ensure participants could immediately apply their learning to their own MSME products.

c. Evaluation phase
The effectiveness of the training was evaluated through a mixed-methods approach. Quantitative data were collected via pre- and post-training surveys measuring participants' digital literacy levels, frequency, and quality of social media content production, and engagement metrics such as follower growth and interaction rates. Qualitative data were gathered through interviews and focus group discussions exploring participants' experiences, challenges, and perceived benefits.

Furthermore, the dissemination of branded product videos and promotional content on social media was monitored to assess reach and impact on market expansion. Continuous mentoring and follow-up sessions were also conducted to support sustained application and troubleshoot issues faced by MSMEs.

The combination of structured training, practical application, and ongoing mentorship aimed to not only improve immediate marketing outcomes but also foster

long-term digital competence and sustainable economic growth in Banjarsari.

Result and Discussion

The social media training workshop for MSMEs in Banjarsari Village was conducted on Wednesday, August 13, 2025, from 09:00 to 15:30 at Kantor Balai Banjarsari Village. The workshop actively engaged 20 local MSME participants focusing on enhanced digital marketing skills essential for rural businesses.

During the workshop, participants were introduced to effective strategies for creating appealing Instagram Reels and TikTok content tailored specifically for branding and promotion. Key techniques taught included leveraging popular trends to increase visibility and engaging users through storytelling focused on product origins, unique selling points, and customer experiences.

The training emphasized varied content formats such as tutorials demonstrating product use, behind-the-scenes footage to highlight craftsmanship, and interactive storytelling to build emotional connections with audiences. Participants learned to utilize all available Instagram and TikTok features, including effects, music, hashtags, and challenges, to enhance content engagement and optimize the platform's algorithmic reach.

A significant portion of the workshop was dedicated to encouraging regular content updates to maintain follower interest and exploit viral moment opportunities. Practical group projects divided participants into teams of three, where they collaboratively brainstormed and produced original video concepts. This hands-on exercise fostered creative ideation, teamwork, and technical skill application, culminating in diverse and innovative promotional videos tailored for the Instagram and TikTok platform.

Figure 1. Workshop introduction

The collaborative group activities also encouraged peer learning and exchange of ideas, enriching the training experience. Participants expressed increased confidence and motivation to approach digital content

creation strategically rather than experimentally, ultimately enhancing their social media presence and brand storytelling power.

Challenges such as initial unfamiliarity with video editing and content planning were overcome through continuous mentoring and repeated practice. This strategy-centric Instagram and TikTok training significantly contributed to developing the participants' capability to engage digital audiences effectively, extending their market reach through creative and contemporary social media marketing.

Figure 2. Workshop participants from various MSMEs

Conclusion

The social media training program in Banjarsari Village successfully improved MSMEs' ability to create compelling digital content and manage branding efforts using platforms like Instagram and TikTok. By focusing on practical design skills and strategic advertising techniques such as crafting effective taglines and leveraging trending formats, the training empowered participants to enhance their online visibility and customer engagement. Continuous mentoring ensured sustained application of these skills despite infrastructural challenges. This program demonstrates the value of targeted digital literacy initiatives in fostering inclusive economic growth for rural MSMEs.

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