



## Strengthening Local Superior Products Through Digital Marketing Strategies in Gampong Bung Tujoh, Montasik Aceh Besar, Indonesia

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### Abstract

The Community Service Program (CSP) conducted in Gampong Bung Tujoh, Montasik District, Aceh Besar, focused on implementing digital marketing strategies to strengthen the competitiveness of local superior products. The program was initiated in response to the limited ability of rural communities to market their products effectively in the digital era. The objective was to empower local farmers, housewives, and youth groups by equipping them with knowledge and skills in digital literacy, branding, and online promotion. Activities were carried out through several structured stages: socialization, training, mentoring, and evaluation. Training included the use of social media platforms such as Facebook, Instagram, and WhatsApp, the creation of creative promotional content, and the introduction of simple design applications for product branding. The results indicate a significant improvement in participants' abilities to create and manage social media accounts dedicated to product promotion, design attractive digital content, and engage with online consumers. A total of 12 active promotional accounts were successfully established, and the number of digitally literate participants increased from only four individuals to 28 after the program. This outcome demonstrates the readiness of the community to adopt digital transformation in product marketing. The novelty of this program lies in its participatory approach that integrates different community groups, enabling collaborative digital marketing practices tailored to local contexts. Although challenges remain, including limited internet access and varying levels of digital skills, the program has successfully shifted traditional marketing methods toward a digital framework. In conclusion, the CSP initiative contributes to enhancing local product competitiveness while fostering sustainable community-based economic development through digital marketing strategies.

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## 1. Introduction

The local economy plays a crucial role in supporting national development, particularly through the strengthening of superior products produced by rural communities [1]–[3]. Local products that reflect cultural values, high-quality raw materials, and strong market potential are in fact capable of competing with other products at the regional and national levels [4]–[6]. However, the main challenge often faced by small-scale entrepreneurs in rural areas is the limited use of effective marketing strategies to expand market reach [7]–[9]. This challenge is also evident in Gampong Bung Tujoh, Montasik District, Aceh

Besar, which possesses a variety of superior local products but has not yet optimized its marketing efforts.

The rapid development of digital technology provides significant opportunities for entrepreneurs to enhance product competitiveness [10]–[12]. Digital marketing strategies have become one of the most effective solutions for introducing and promoting village superior products to wider audiences, not only at the local level but also at national and even international markets [13]–[15]. Through the use of social media, e-commerce, and other digital platforms, local products can gain greater visibility, reach broader consumer segments, and build stronger brand recognition [16]–[18]. Gampong Bung Tujoh, as one of the villages in Aceh Besar, has diverse superior product potentials. However, most entrepreneurs in the village still rely on traditional marketing methods, such as direct selling in markets or through limited personal networks. This condition makes it difficult for village products to compete in the current digital era. The lack of knowledge and skills among the community in applying digital marketing strategies poses a challenge that must be addressed through mentoring and empowerment programs.

Therefore, the implementation of digital marketing strategies in Gampong Bung Tujoh is an essential step to enhance the visibility and competitiveness of local products. These strategies not only aim to market products but also to add value through branding, planned promotion, and more effective distribution management. In this way, rural communities can experience the tangible benefits of digital transformation in improving economic welfare [19]–[21]. This Community Service Program (CSP) is expected to serve as both an educational platform and a practical learning process for entrepreneurs in Gampong Bung Tujoh to master digital marketing strategies. Through a participatory approach, the community is encouraged to actively utilize information technology in developing their businesses. With the implementation of these strategies, it is anticipated that village superior products will not only survive in local markets but also expand into broader markets, thereby contributing to sustainable community economic development.

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## **2. Methodology**

### *2.1. Form of Activities*

The Community Service Program (CSP) conducted in Gampong Bung Tujoh, Montasik District, Aceh Besar, Indonesia, focused on the implementation of digital marketing strategies to support the development of local superior products. This program was realized through several main activities, including socialization on the importance of digital marketing as a promotional tool, training on the use of social media to expand market reach, and mentoring in the creation of digital content such as product photos, videos, and promotional narratives. In addition, the activities also covered branding enhancement through simple design applications and interactive discussions regarding online market opportunities at both local and regional levels. This series of activities was expected to improve the community's understanding and skills in utilizing digital technology to market their local products.

### *2.2. Target Groups*

The primary targets of this CSP program were the residents of Gampong Bung Tujoh who are directly engaged with local products. The first group consisted of farmers, who are the main producers of rice as the village's superior commodity. The second group included housewives, who play a role in processing agricultural products into value-added goods, thereby expanding the economic potential of their families. The third group targeted village youth, as they possess strong capacity and interest in using digital technology and have the potential to become the key drivers of transformation in product marketing. By focusing on these three strategic groups, the transfer of knowledge was expected to be more effective and sustainable.

### *2.3. Stages of Activities*

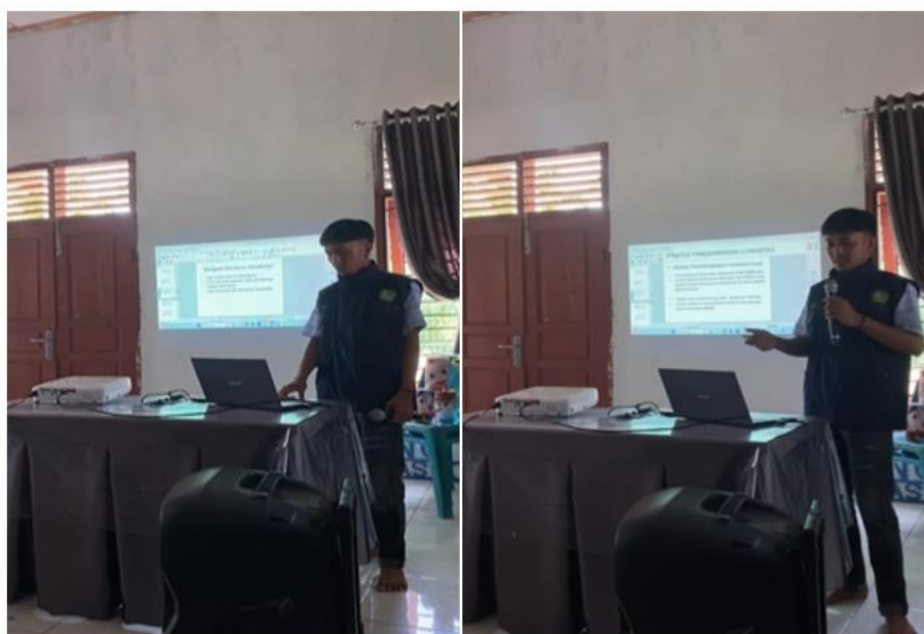
The implementation of CSP was carried out through several structured stages. The first stage was preparation, which involved coordination with village officials, site surveys, and identification of community problems. The second stage was socialization, aimed at introducing the objectives of the

program and providing an initial overview of the importance of digital marketing. The next stage was implementation, in which the community received training on digital marketing strategies, techniques for creating attractive content, social media utilization, and an introduction to product branding concepts. This was followed by a mentoring stage, allowing participants to directly practice the knowledge gained through creating promotional accounts, uploading digital content, and managing consumer interactions online. The final stage was evaluation, conducted through discussions and question-and-answer sessions to assess the effectiveness of the training, identify challenges, and formulate solutions and follow-up plans to ensure program sustainability.

### **3. Result & Discussion**

#### *3.1. Program Outcomes*

The implementation of the PKM activities in Gampong Bung Tujoh was carried out in accordance with the planned stages. During the socialization phase, the community demonstrated high enthusiasm in engaging with the presentation on the importance of digital marketing strategies. This was evident from the large number of questions raised and the lively discussions that emerged regarding how to introduce local products to broader markets. The atmosphere of the socialization activities can be seen in **Figure 1**, where the facilitator delivered the material using presentation tools to provide clear understanding for the community. Subsequently, in the training sessions, participants were taught how to use social media platforms such as Facebook, Instagram, and WhatsApp as promotional tools. They were also mentored in creating simple digital content, including attractive product photos, short videos of the production process, and persuasive promotional narratives.



**Figure 1:** Presentation of digital marketing strategy socialization by the CSP team to the community of Gampong Bung Tujoh.

**Figure 1** illustrates the socialization session on digital marketing strategies conducted by the Community Service Program (CSP) team for the community of Gampong Bung Tujoh. The session was designed to introduce participants to the fundamental concepts and importance of digital marketing in enhancing the competitiveness of local products. The use of visual aids, such as slides and multimedia presentations, made the material more accessible and easier to understand. The high level of attention and participation from the audience during this session indicated their strong interest in learning new approaches for promoting their products beyond traditional market channels. Moreover, the figure highlights the interactive nature of the activity, where the facilitator explained the relevance of social

media platforms and digital branding for small-scale rural enterprises. By presenting practical examples, the CSP team helped participants connect theoretical knowledge with real-life applications. This stage was crucial in laying the foundation for subsequent training and mentoring, as it provided the community with an initial understanding and motivation to adopt digital tools in their marketing efforts. The socialization activity, as captured in the figure, thus represents the first step toward fostering digital literacy and preparing the community for broader transformation in product promotion.



**Figure 2:** Assistance by the CSP team to the women's group in Gampong Bung Tujoh in practicing the use of digital media for product promotion.

The results of the training activities demonstrated a noticeable improvement in the community's skills in managing social media as a marketing tool. Several groups of housewives successfully created dedicated social media accounts for their processed products, while village youth became increasingly active in producing creative content to promote agricultural outputs and other local superior products. This process of direct mentoring, as illustrated in **Figure 2**, shows the CSP team providing hands-on guidance to the women's group on how to effectively utilize digital platforms for product promotion. In addition, the community was introduced to simple design applications aimed at strengthening product branding, ensuring that local products could achieve a more professional visual appearance and attract consumer attention. This direct engagement with the target groups fostered more effective interaction, as the material was delivered using simple and easily understandable language. At the same time, it helped build participants' confidence to independently apply digital marketing strategies. Consequently, this stage not only enhanced technical competence but also contributed to empowering the community to sustain the use of digital media in promoting their products.

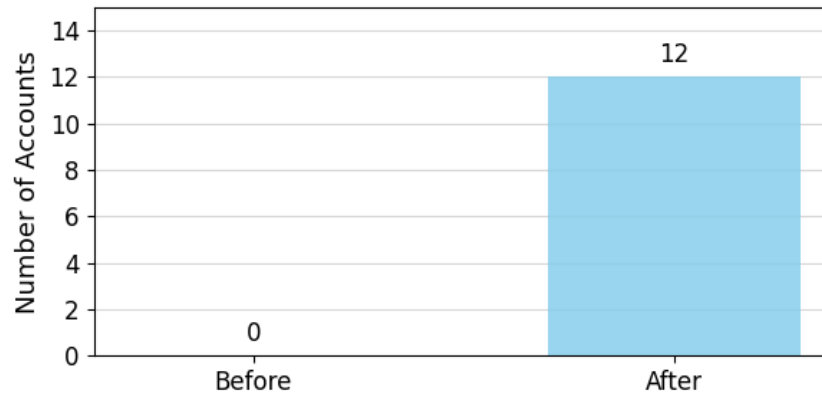
### *3.2. Impact on the Community*

This CSP activity brought significant positive impacts to the community of Gampong Bung Tujoh. First, the community gained new knowledge about the importance of digitalization in product marketing, enabling them to move beyond relying solely on traditional methods. Second, the skills acquired through the training increased their confidence in marketing products online. Third, several local products began to gain recognition beyond the village area due to the wider reach of social media promotion. Thus, the program successfully enhanced the visibility of local products while simultaneously creating new and more promising market opportunities.

These changes are illustrated in **Figure 3**, which shows a comparison of the number of social media accounts before and after the CSP implementation. Prior to the program, the community had no dedicated accounts for promoting local products. However, following the activities, a total of 12 active social media accounts were successfully created and managed by community groups. This serves as

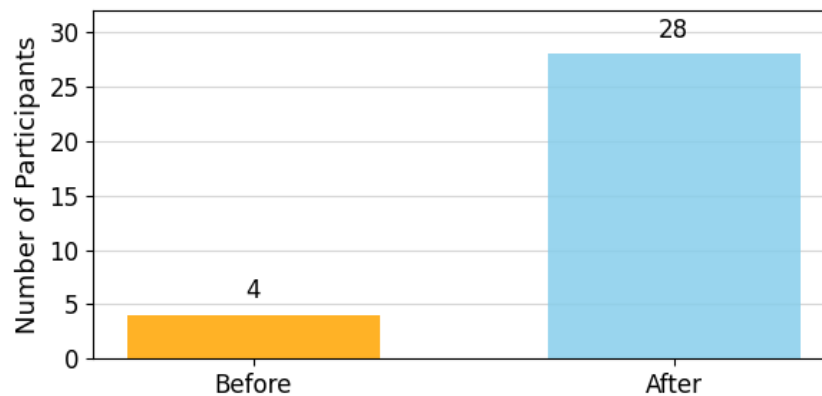


clear evidence that the CSP program not only increased digital literacy but also expanded the marketing channels for village products.



**Figure 3:** Graph comparing the number of social media accounts before and after the CSP in Gampong Bung Tujoh.

In addition to the increase in the number of social media accounts, the PKM activities also had a direct impact on strengthening human resource capacity in Gampong Bung Tujoh. This was reflected in the number of participants who successfully received training. Before the implementation of the program, only a small portion of the community around four individuals understood how to utilize digital media for marketing. However, after the program was carried out, the number of trained participants increased significantly to 28 people. This condition demonstrates that the community is increasingly ready to adapt to the digital era, particularly in supporting the marketing of the village's superior products. This improvement in community capacity is visualized in **Figure 4**, which shows a comparison of the number of trained participants before and after the PKM activities. The graph emphasizes that the mentoring program not only focused on products but also succeeded in strengthening the capabilities of the community as the main actors in developing a digital-based village economy.



**Figure 4:** Comparison of the number of trained participants before and after the CSP in Gampong Bung Tujoh.

### 3.3. Discussion

The implementation of digital marketing strategies in this CSP activity demonstrates that rural communities can adapt to technological developments when provided with proper guidance and assistance. The success of this program also indicates that social media is an effective and efficient tool for expanding the marketing networks of local products. Nevertheless, several challenges remain, such as limited internet access in certain areas and varying levels of digital skills among community members. Therefore, program sustainability in the form of continued mentoring is essential to ensure that the skills acquired do not stop at the training stage but can instead develop into consistent practices

that support village economic growth. Furthermore, this program reinforces the idea that strengthening community capacity through digital literacy is a key factor in enhancing the competitiveness of local products in the global era. The synergy among farmers, housewives, and village youth serves as strong social capital to achieve economic independence based on local potential. With the implementation of digital marketing strategies, the superior products of Gampong Bung Tujoh are not only able to survive in local markets but also have significant opportunities to penetrate regional and national markets in a sustainable manner.

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#### **4. Conclusion**

The csp program in Gampong Bung Tujoh, Montasik District, Aceh Besar, demonstrated that the implementation of digital marketing strategies can have a significant impact on strengthening the local economy. Through the stages of socialization, training, mentoring, and evaluation, the community successfully acquired new knowledge and skills in utilizing social media, e-commerce, and simple digital applications to promote the village's superior products. The outcomes showed an increase in community capacity, both in terms of the number of social media accounts created and the ability to manage digital content effectively. The collaborative involvement of farmers, housewives, and village youth proved that digital literacy can serve as a driving force in expanding marketing reach and enhancing the competitiveness of local products. Despite challenges such as limited internet access and varying levels of technological proficiency among community members, this csp initiative has paved the way for a digital-based village economic transformation. The success of the program confirms that digital marketing strategies are not merely promotional tools but also strategic measures to strengthen branding, expand markets, and ultimately improve the community's sustainable welfare.

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