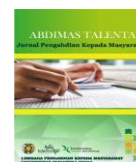




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# Empowering MSMEs Through Optimizing Social Media Content Creation Skills to Increase Sales in Pekik Nyaring Village, Pondok Kelapa District, Central Bengkulu Regency

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### ABSTRACT

This community service program aims to improve the skills of MSMEs in Pekik Nyaring Village, Pondok Kelapa District, Central Bengkulu, in creating social media content as a digital marketing strategy. This village, which has potential for processed agricultural products such as elephant ear chips, banana chips, rengginang (rice crackers), and various cassava products, still faces limitations in utilizing social media as a promotional tool. Activities were carried out through observation, digital content management counseling, content planning and creation training, and digital administration. The training emphasized hands-on practice in product photography, lighting, visual composition, image editing using mobile apps, as well as creating captions, hashtags, and content calendars. Results showed significant improvements in participants' ability to produce upload-ready content and understand basic digital marketing strategies. Despite obstacles such as varying device quality, limited internet access, and limited technical skills, the adaptive approach successfully ensured all participants could optimally follow the process. The program has had a positive impact on improving MSMEs' readiness to promote their products independently on social media. Going forward, further training in graphic design is essential so that participants can create more attractive, professional, and uniform content templates and frameworks to increase product competitiveness.

**Keyword:** MSMEs, Social Media Content, Digital Marketing, Empowerment, Pekik Nyaring



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## 1. Introduction

Pekik Nyaring Village in Pondok Kelapa District, Central Bengkulu Regency, with a majority of its population working in agriculture and oil palm plantations, is an agrarian village with abundant agricultural potential [1]. As the community develops, MSMEs in this village have begun to develop agricultural processing products into value-added products such as elephant ear chips, banana chips, rengginang (rice crackers), and various cassava products. These products utilize local resources and are gaining recognition locally, but still face challenges in marketing, which is still dominated by traditional methods [2].

Elephant ear chips and banana chips, for example, are specialty products with significant market potential due to their unique and distinctive flavors [3]. Similarly, rengginang and cassava chips, traditional foods with stable demand, offer significant potential for development through digital marketing innovation [4]. These high-quality village MSME products require the right marketing strategy, particularly the use of social media, to expand market reach not only to the surrounding community but also through online platforms, which are now a popular choice for commerce.

Furthermore, the Village-Owned Enterprises (BUMDes), which manage village businesses in Pekik Nyaring, have strategic potential as a driving force for the village economy. However, BUMDes has so far focused more on procuring production facilities and trading agricultural products, and has not optimally empowered MSMEs in digital marketing and creative marketing. BUMDes' social and commercial functions must be developed to support MSMEs by providing training, mentoring, and digital technology facilitation [5]. Implementation of this empowerment has been proven to bring tangible benefits in various other areas, such as increased turnover and competitiveness of MSMEs in groups that participate in digital training and mentoring [6].

This situation suggests an urgent need for the community and institutions in Pekik Nyaring Village to strengthen the capacity of MSMEs to utilize social media as a marketing tool. Implementing community service activities focused on developing social media content creation skills can bridge this skills gap and open up greater opportunities for MSMEs to effectively market their superior products in the digital marketplace [7]. An empowerment approach based on training and mentoring in creative content not only serves to increase sales but also fosters an adaptive attitude towards technological changes, which is essential for long-term business sustainability [8].

Against this backdrop, the community service program in Pekik Nyaring Village, which focuses on empowering MSMEs through optimizing social media content creation capabilities, is highly relevant and strategic. This program is expected to strengthen the village economy by building a solid digital foundation for MSMEs, expanding market networks, and improving community well-being. Furthermore, strengthening the Village-Owned Enterprise (BUMDes) as a facilitator in information technology is also crucial for building a sustainable empowerment ecosystem.

Through this service, MSMEs, such as artisans of elephant ear chips, banana chips, rengginang (rice crackers), and cassava chips in Pekik Nyaring Village, will gain practical skills in creating engaging marketing content that aligns with digital market trends and demands. It is hoped that MSMEs' active participation in the digital ecosystem will strengthen the position of village products in an increasingly competitive market and serve as an example of adaptive and innovative village economic empowerment in Central Bengkulu.

## 2. Methods

Seeing the problems faced by partners, the team conducted community service activities using a combination of implementation methods. The implementation methods used by the team to solve and address the problems faced by partners are as follows:

1. Observation and Data Collection of MSMEs and Social Media Content Management.  
The team conducted observations and direct interviews with MSMEs in Pekik Nyaring Village to understand the current state of their businesses and their use of social media. The team also held discussions with community leaders and MSMEs to identify training participants and their needs and challenges in creating social media content.
2. Socialization of the Importance of Social Media Content Management and Strategy for MSMEs.  
This workshop will utilize lectures, Q&A sessions, and case studies on MSME business management and the importance of using social media as a marketing tool. The speakers will be a community service team with expertise in MSME management and digital marketing. The workshop will include practical guidance on managing social media to increase MSME product sales.
3. Training on Creating a Social Media Content Work Plan and Performance Evaluation.  
The training is conducted in a hands-on setting, utilizing tools such as the business model canvas and logical framework analysis specifically for social media content planning. Participants are encouraged to create performance indicators and an operational framework for content creation, as well as develop evaluation instruments to measure the effectiveness of content in increasing engagement and sales.
4. Providing Knowledge on Relationship Management and Collaboration in Digital Marketing.  
Participants were given insight into how to find relationships and partners to expand product marketing reach through social media. The community service team shared guidelines for creating collaboration proposals and compelling MSME profiles to submit to potential partners or investors to support business development.
5. Develop Digital Content Administration and MSME Management.  
Participants were asked to inventory administrative activities related to social media management, such as posting schedules, managing online sales finances, and documenting customer interactions. Together, the team and participants developed an easy-to-implement administrative template to guide the future

management of social media and MSME businesses, ensuring a more organized and professional approach.

### 3. Result and Discussions

This community service activity was held at the Pekik Nyaring Village Hall, Pondok Kelapa District, Central Bengkulu Regency on October 22, 2025, and was attended by 33 participants. The village hall was chosen as the activity location based on the consideration that the place is a center of community activities that is easily accessible to all MSME actors. In addition, the village hall has a large enough space for the delivery of materials, discussion sessions, and direct practice of taking product photos that require adequate settings and lighting. The conducive environmental conditions allow the activity to run effectively and support the achievement of training objectives.



**Figure 1.** Community Service Team Delivering Material on Improving Social Media Content

The activity began with an introductory presentation on the basics of social media content creation, including product photography techniques, lighting settings, background selection, and simple visual design elements that can be created using mobile apps. After gaining an initial understanding, participants were directed to practice directly using their respective MSME products. In this session, the community service team provided intensive guidance on everything from image capture techniques and product composition to photo editing. Next, participants were trained to create simple visual designs and develop supporting captions and hashtags.



**Figure 2.** The Community Service Team conducts Social Media Content Creation Training

In the final stage, participants were guided in creating a content calendar that could be used to maintain consistent post-activity uploads. Overall, the activity was interactive, and all participants successfully produced upload-ready content as a training output.





**Figure 3.** Social Media Content Creation Training Results (Product Photography)

During the implementation of the activity, the community service team encountered several obstacles that needed to be anticipated in the field. The diverse devices used by participants, particularly mobile phones with low-quality cameras, resulted in inconsistent product photography results. Furthermore, some participants were unfamiliar with design applications, requiring a longer adaptation time in the visual content creation process. Another challenge that emerged was limited internet access, which prevented participants from downloading templates or additional applications. Limited practice time also posed a challenge, as some participants did not have the opportunity to explore design optimally. Nevertheless, these obstacles did not dampen participants' enthusiasm for the training.

To address these challenges, the community service team implemented a number of adaptive measures tailored to field conditions. To address the challenges of varying device quality, the team provided alternative photography techniques such as maximizing natural light, choosing a plain background, and adjusting shooting angles so photos could still be uploaded even with a basic mobile phone. For participants who struggled to use design applications, the team provided step-by-step tutorials and provided one-on-one support through student team members. Internet limitations were addressed by providing all templates and training materials in offline formats, allowing them to be accessed without an internet connection. Meanwhile, time constraints for training were addressed by providing digital modules containing comprehensive guides so participants could practice independently after the activity. These approaches ensured that all participants achieved maximum results despite various limitations during the implementation.

#### 4. Conclusions

A community service activity focused on social media content creation training for MSMEs in Pekik Nyaring Village successfully improved participants' basic skills in producing content independently. Through a hands-on approach and hands-on practice, MSMEs were able to understand product photography techniques, lighting settings, background selection, and simple visual design using mobile apps. Participants were also able to compose relevant captions and hashtags, and produce upload-ready content during the training session. The high enthusiasm from all participants demonstrated that this activity addressed the real needs of MSMEs in facing the demands of digital communication. The success of this training provides a strong foundation for MSMEs to continue developing their content capabilities sustainably and strengthen their product visibility on social media.

Based on the results of these activities, a key recommendation that needs to be prioritized is the provision of advanced training specifically in graphic design to create templates or frames for social media content. This is crucial because most MSMEs, many of whom are women, still have a basic understanding and are unfamiliar with the more detailed editing features of design applications. This advanced training should be designed with a simple, step-by-step, and practice-based approach so that participants can learn how to create visual templates, arrange graphic elements, use color, and edit ready-made designs independently. Furthermore, support from the village government or BUMDes in facilitating joint learning sessions and providing technical

assistance is crucial to enable participants to continue developing their graphic design skills. By improving their graphic design skills, MSMEs are expected to be able to produce more engaging, uniform, and professional content, thereby increasing the appeal of their products on social media.

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