



Participatory Community Action

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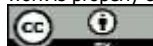
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DIGITAL MARKETING MENTORING FOR PURE COFFEE MSMEs DEVELOPMENT IN PENGIDAM VILLAGE, ACEH TAMIANG REGENCY

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ABSTRACT

Objective: This community service program aims to enhance the development of Micro, Small, and Medium Enterprises (MSMEs) in Pengidam Village, Bandar Pusaka District, Aceh Tamiang Regency, with a particular focus on the pure coffee business. The program seeks to strengthen the competitiveness of local coffee products through the implementation of digital marketing strategies.

Design & Methods: The program was conducted through training, mentoring, and assistance in the application of digital marketing for Pure Coffee MSMEs. Activities included introducing digital marketing platforms, developing online promotional content, and providing guidance on utilizing social media and digital channels to expand market reach.

Result: Following the mentoring, participants shifted from relying solely on word-of-mouth and direct sales toward actively using an Instagram business account, producing their own promotional content, and, for some, listing products on online marketplaces. Pre- and post-mentoring indicators of social media activity and self-reported sales are presented and discussed, pointing to the potential of intensive, staged digital marketing mentoring to support the growth of rural coffee MSMEs.

Contribution & Value Added: This program contributes a practice-based, staged mentoring model for rural coffee MSMEs that pairs digital marketing training with intensive individual coaching, offering a replicable approach for future community service programs targeting home-based MSMEs in similarly remote settings.

Keywords: MSMEs; Pure coffee; Digital marketing

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the backbones of the national economy. According to data from the Ministry of Cooperatives and MSMEs, more than 90% of business units in Indonesia belong to the MSME sector, and this sector is capable of absorbing a large workforce while also serving as a pillar of the local economy ([Kementerian Keuangan Republik Indonesia, 2022](#)). The potential of MSMEs in the food sector, particularly coffee, is strategic because coffee is a national flagship product with a broad market, both domestically and internationally.

Pengidam Village, Bandar Pusaka Subdistrict, Aceh Tamiang Regency, has significant potential for developing MSMEs focused on pure coffee. This region is known as one of the areas producing coffee with a distinctive flavor. However, this potential has not yet fully translated into optimal added value for the local community. Most coffee entrepreneurs in this village still rely on traditional methods for processing, packaging, and marketing their products, so that pure coffee products remain less competitive in an increasingly competitive market, particularly in terms of quality, branding, and digital marketing strategies ([Hendriadi et al., 2019](#); [Pasarihu et al., 2023](#)).

Other challenges faced by coffee MSMEs in Pengidam Village include limited access to capital, a lack of business management knowledge, and minimal use of technology in production and marketing processes. With the

rising trend of coffee consumption among urban residents and the growing coffee-shop culture, market opportunities for pure coffee are wide open; without intervention in the form of mentoring, training, and innovation, coffee MSMEs in this village will struggle to grow and will remain merely subsistence-level businesses.

Given these conditions, a community service program focused on developing pure coffee MSMEs in Pengidam Village is needed. This program is expected to enhance the skills of MSME operators, introduce innovations in processing and packaging, expand marketing networks, and foster the economic self-reliance of the village community, so that coffee MSMEs contribute not only to household income but also to sustainable local economic empowerment.

Several recent community service studies confirm the strategic value of digital marketing mentoring for MSMEs. Training that uses familiar platforms such as WhatsApp and Instagram has been shown to expand marketing networks and strengthen customer engagement among MSME owners (Kamil et al., 2022), while programs built around sustained mentoring rather than a single training session tend to produce more durable gains in digital competence, business sustainability, and market reach (Nugroho et al., 2025; Yurniwati et al., 2026). Most of these studies, however, were conducted in urban or semi-urban MSME clusters, and comparatively few document the process of introducing digital marketing to home-based coffee producers in remote rural villages such as Pengidam. Unlike previous community service programs that mainly focused on introducing digital marketing concepts, this program integrates intensive mentoring, practical content creation, marketplace optimization, and performance evaluation for pure coffee MSMEs in a rural setting, emphasizing direct implementation rather than theoretical training so that participants could immediately apply digital marketing strategies to their businesses. This integrated, practice-based approach represents the novelty of the present community service initiative. Accordingly, this program aims to (1) enhance the digital marketing knowledge and skills of Kopi Murni MSME operators in Pengidam Village, Bandar Pusaka Subdistrict, Aceh Tamiang Regency, through structured training and intensive mentoring, and (2) evaluate the resulting change in participants' digital marketing activity and business performance.

METHODS

This community service program employed a participatory training and mentoring approach combining lectures, hands-on practice, and follow-up coaching to improve participants' digital marketing skills. The program involved coffee micro and small enterprise owners and staff in Pengidam Village whose businesses were already operating but had not yet utilized digital marketing channels. Participants were purposively selected based on these criteria. The program consisted of preparation, training and mentoring, and monitoring and evaluation activities.

The implementation began with a needs assessment through a short survey and field observation to identify participants' existing marketing practices and digital marketing capabilities. This was followed by lectures on the concept and benefits of digital marketing for MSMEs, supported by relevant examples. Participants then received hands-on guidance in creating Instagram Business accounts, producing product photos and short promotional videos, writing captions, and publishing promotional content. Follow-up mentoring was provided to assist participants in maintaining consistent content and responding to customer inquiries.

Program outcomes were evaluated using a pre-test and post-test questionnaire to measure digital marketing knowledge and confidence, direct observation of participants' Instagram Business accounts, and comparison of self-reported monthly sales before and after the program. The program was considered successful when improvements were observed in the proportion of participants with active business accounts, posting frequency, utilization of business-account features, and self-reported sales.

RESULT

All targeted MSME operators participated in the lecture session and hands-on Instagram training, while most participants subsequently received individual follow-up mentoring. Before the program, participants primarily relied on word-of-mouth promotion and direct sales, and most had no active social media business account. Following the training and mentoring, participants were able to create and manage Instagram Business accounts, produce product photographs and brand stories, develop promotional captions, and utilize basic business-account features. Several participants also gained an understanding of online marketplaces, including Tokopedia and Shopee, as additional channels for listing and promoting their products.

The changes in participants' digital marketing practices before and after the mentoring program are presented in Table 1.

Table 1. Changes in Digital Marketing Practices Before and After the Mentoring Program

Indicator	Before Mentoring	After Mentoring
Social media business account	Most participants did not have an active business account	Participants had created and managed Instagram Business accounts
Product content	Product promotion was mainly conducted through direct selling and word-of-mouth	Participants were able to produce product photographs, promotional videos, and brand stories
Social media activity	Digital content publication was limited or absent	Participants began publishing promotional content through Instagram
Use of digital marketing features	Participants had limited knowledge of business-account features	Participants began utilizing basic Instagram Business features
Online marketplace utilization	Products were primarily marketed through offline channels	Participants were introduced to and began exploring online marketplaces such as Tokopedia and Shopee
Customer interaction	Customer communication was mainly conducted through direct or conventional channels	Participants began using digital channels to communicate with and respond to potential customers
Business promotion	Promotion was concentrated within the local and personal networks of participants	Digital media provided opportunities to promote products to a broader potential market

The results show a positive shift in participants' digital marketing practices following the training and mentoring activities. Participants who previously depended mainly on conventional promotional methods began adopting social media as an additional channel for product promotion. The development of Instagram Business accounts also enabled participants to present their products more systematically through photographs, promotional videos, captions, and brand stories.

The introduction of online marketplaces further expanded participants' understanding of available digital marketing channels. Participants were introduced to platforms such as Tokopedia and Shopee and were encouraged to explore their use for product listing and promotion. This provided participants with alternative channels for reaching potential customers beyond their existing personal and local networks.

The training and mentoring activities conducted with the Kopi Murni MSME operators in Pengidam Village are documented in Figure 1.



Figure 1. Pure Coffee Packaging

Through this program, mentoring focused on social media use has successfully introduced MSME owners to various platforms such as Facebook, Instagram, and WhatsApp. Before the mentoring began, most MSME owners relied solely on word-of-mouth marketing and direct sales. However, with their new knowledge of social media, they can now create engaging and relevant content, such as high-quality product photos and promotional videos. This not only helps attract the attention of potential customers but also builds brand awareness. Consistent and engaging content on social media also helps foster a community of loyal customers, which in turn can boost sales through recommendations and positive reviews.

The results of mastering digital marketing techniques are clearly evident in the increase in sales and revenue among MSME operators. With a broader market reach and more effective marketing strategies, sales of pure coffee products have increased significantly. This additional revenue not only helps improve the well-being of MSME operators but also has a positive impact on the local economy. This increase demonstrates that investing in digital marketing training and mentoring is a sound and valuable step.

Success in mastering digital marketing techniques also paves the way for the continued growth of MSME owners. With their new knowledge and skills, MSME owners are now better prepared to face the challenges of an

ever-evolving market. They have the tools and strategies needed to continue innovating and adapting to market changes, ensuring that their businesses can survive and thrive in the long term.

CONCLUSION

This community service program mentored Kopi Murni pure coffee MSMEs in Pengidam Village, Bandar Pusaka Subdistrict, Aceh Tamiang Regency, in adopting digital marketing. Its principal contribution is a practice-based mentoring model – combining lectures, hands-on Instagram training, and individualized follow-up coaching – that moved participants from relying solely on word-of-mouth and direct sales toward actively using a social media business account and, for some, online marketplaces to promote their products.

The program has practical implications for similar rural MSME clusters: intensive, staged mentoring appears more effective than one-off training in helping small, home-based producers translate digital marketing knowledge into actual practice. Its main limitations are the short mentoring duration, the reliance on self-reported outcome data without a comparison group, and the limited number of participants, which restrict how far the results can be generalized.

Future community service programs on MSME digital marketing are recommended to extend the mentoring period, incorporate objective sales or transaction data and a comparison group where feasible, and build in continuous evaluation together with local stakeholders, such as village cooperatives, to help ensure that digital marketing adoption among rural MSMEs is sustained after the program formally ends.

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