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Assistance for UMKM: Digital marketing and branding of Bakso Jamur Tabanan

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Abstract--This community service program aims to assist the UMKM Bakso jamur in Sanggulan, Tabanan, in increasing production, improving packaging, and expanding marketing. The main challenges faced include simple packaging without labels, which reduces product appeal, and limited marketing through WhatsApp and Facebook with a local target market. The proposed solutions include updating the packaging using clear PP plastic and vacuum-sealed packaging with attractive labels, as well as providing branding and marketing training through social media platforms such as Facebook and Instagram. The training was conducted using lectures, Q&A sessions, and hands-on practice to enhance the partner's digital skills. Additionally, promotional support in the form of banners was prepared to introduce



the product during CFD activities. The results of this program show improved packaging quality that is more attractive and professional, increased skills in utilizing social media for marketing, and expanded market reach. This program successfully provided positive impacts on the development of the UMKM and opened opportunities to enhance competitiveness and partner income in the future.

Keywords---Community Service, Marketing, Packaging, Society, UMKM.

Introduction

Mushroom meatballs are an innovation in the culinary world that combines traditional flavors with a healthier ingredient, mushrooms. With growing public awareness of the importance of a healthy diet, mushroom meatballs can be an attractive alternative for consumers seeking more nutritious food choices. Made from mushrooms rich in fiber, vitamins, and minerals, they are also a preferred choice for those who wish to reduce meat consumption.

This aligns with the global trend toward plant-based diets. From an economic perspective, developing mushroom meatball cuisine can open up new business opportunities. As more entrepreneurs innovate in creating variations of mushroom meatballs, this can enhance the competitiveness of local products in the culinary market. Moreover, using mushrooms as raw materials can support local mushroom farmers, thereby having a positive impact on the regional economy. Mushroom meatballs also have the potential to enrich the diversity of Indonesian cuisine.

By combining existing culinary traditions with new innovations, mushroom meatballs can become one of the culinary icons that attract both domestic and international tourists. Considering these aspects, advancing mushroom meatball cuisine is not merely an effort to create delicious food, but also a strategic step to support public health, economic growth, and the preservation of culinary culture.

Bakso Jamur Tabanan, located in Perumahan Sanggulan, Kediri, Tabanan, was established in 2022 after the COVID-19 pandemic ended. The business was founded by the owner to earn additional income as a housewife. She began the mushroom meatball business after cultivating mushrooms in her village. As the cultivated mushrooms thrived, she was inspired to process them into meatballs. The mushroom meatballs produced come in two flavors: original and premium. The original variant is made from mushrooms, various types of flour, and seasonings. The premium variant is made from mushrooms, various types of flour, high-quality chicken meat, and seasonings.

Discussions with the owner of the UMKM Bakso Jamur, Mrs. Krisna Sari, revealed that in her efforts to develop the mushroom meatball product, she faced difficulties in both packaging and marketing. The packaging used by Bakso Jamur Tabanan was still very simple, consisting of ordinary kilo plastic without any product label, as shown in Figure 1. Packaging is one of the most important

aspects in the food processing industry because proper packaging not only protects the product from physical damage and contamination but also helps maintain its quality and freshness. In addition, good packaging can extend the product's shelf life, preserve organoleptic properties such as taste and texture, and minimize losses due to damage during distribution. Therefore, the right packaging design and materials greatly influence consumer appeal and the success of product marketing (Nugroho, 2020). The use of unsuitable packaging materials can also affect the freshness and quality of the mushroom meatballs.

Such simple packaging has not been able to attract consumers' interest in purchasing the mushroom meatball products. As a result, the products have not been able to compete in the industrial market. As shown in Figure 1, the mushroom meatballs are packaged in plain kilo plastic without labels, making them look less appealing. Yet, packaging plays a crucial role in determining the number of products that can be sold (Apriyanti, 2018).

The UMKM Bakso Jamur carries out a fully home-based production process using simple methods. The owner grinds the meatball ingredients at a milling facility located near the housing complex. Once the mixture is smooth, it proceeds to the shaping stage. The meatballs are shaped manually using hands and a spoon, directly over a pot of hot water, as shown in Figure 2. This method allows the meatballs to quickly harden and form a round shape. The original mushroom meatballs are priced at Rp 60,000 per kilogram, while the premium version, which includes chicken meat, is priced at Rp 80,000 per kilogram. On average, the owner produces 5–6 kilograms of mushroom meatballs per week. However, during certain events or when participating in exhibitions, production can reach 10 kilograms per week. The low production volume is due to limited orders and low consumer interest in mushroom meatballs. Yet, in terms of taste, mushroom meatballs have a delicious and savory flavor, making them highly suitable for daily consumption.

For the main ingredient of mushroom meatballs, which is wood ear mushrooms, the owner has no difficulty obtaining the supply. This is because she cultivates wood ear mushrooms in her village. If her harvest is insufficient to meet production needs, she can source the raw materials from other mushroom farmers in the village, who are also her cultivation partners. Therefore, in the production process, she never encounters problems in securing the main ingredient for mushroom meatballs.

In selling her products, the owner relies solely on WhatsApp and Facebook, targeting housewives in the Sanggulan housing area. Her target market remains limited to residents and Facebook friends. For promoting the mushroom meatballs, she uses only simple promotional phrases, which naturally fail to capture the attention of potential buyers. The UMKM Bakso Jamur Tabanan has yet to maximize the use of social media as a promotional tool, even though social media now plays a crucial role in marketing products (Purnaningrum, 2018). With production carried out only weekly and limited to 5–6 kilograms, the owner earns a sales turnover of just Rp 600,000 per month. This low income is caused by the lack of daily promotion, which leads to reduced customer interest in purchasing the mushroom meatballs. Combined with unattractive packaging, this further

discourages potential buyers. Considering these challenges, there is a clear need for targeted guidance to increase production and boost sales turnover through improved packaging, branding, social media utilization, and engaging promotional messaging.



Gambar 1. Proses Memasak Bakso



Gambar 2. Pengemasan Bakso dengan Plastik Kiloan



Gambar 3. Proses Pembuatan Bakso



Gambar 4. Proses Pencetakan Bakso Secara Manual



Gambar 5. Proses Penimbangan Bakso dan Pengemasan

Problem Statement

How can accessible social media tools and effective promotional strategies be designed and implemented to market Bakso Jamur Tabanan both online and at sales stalls?

Research Method

This community service program was carried out in Perumahan Sanggulan, Kediri, Tabanan, located approximately 25 km from the Institut Teknologi dan Bisnis STIKOM Bali campus, a distance that can be reached in about 45 minutes via the main road. The activities in this program included branding and marketing training, packaging label creation, and optimization of social media use as a promotional tool. The participant in this program was the owner of the UMKM Bakso Jamur Tabanan.

In addition, the program also involved providing logo and product label designs, promotional banners, and more professional packaging materials. To support smooth operations, a printer was provided as a tool for in-house label printing. A three-month mentoring period followed the training to ensure the MSME owner could manage social media effectively to improve promotion and expand the market for her mushroom meatball products.

Discussion

The community service program conducted with the UMKM Bakso Jamur Tabanan aims to provide practical support that can improve the MSME's performance and the competitiveness of its products in the market. The program consists of several structured activities designed to address the challenges faced by the partner. Each activity has clear objectives, and its effectiveness will be measured after implementation. The following is a detailed discussion of the activities carried out:

1. Socialization

Socialization is an important first step to ensure that the partner understands the objectives and benefits of this community service program. At this stage, an online meeting was held between the community service team and the partner (owner of the Bakso Jamur MSME) to discuss various matters related to the program.

The meeting included an explanation of the rights and responsibilities of each party, followed by a discussion of the problems faced by the partner and an introduction to the planned activities. The partner's willingness to participate in the program was also confirmed during this meeting, ensuring that the subsequent process could run smoothly.

2. Focus Group Discussion (FGD)

After the socialization stage, the activities continued with a Focus Group Discussion (FGD), aimed at gaining deeper insight into the challenges faced by the partner and identifying appropriate solutions. This FGD involved all parties related to the program — the community service team and the MSME partner.

During this session, data collected included information on packaging, marketing, and other operational obstacles. The discussion also covered analysis of product potential, target audience, and media channels that could be used to reach a wider market. Based on the discussion results, strategic steps were determined, such as providing new packaging designs and conducting marketing training using social media (Coombes & Nicholson, 2013).

3. Provision of Product Packaging Design Assistance

One of the main problems faced by the partner was product packaging that was still simple and less appealing to consumers. Therefore, the community service team assisted in the form of more attractive and professional packaging designs. This assistance included creating labels that display the product's identity, logo, and important information to attract consumer attention (Vermeiren et al., 1999).

In addition, 150 thick MJP clear PP plastic packs were provided for ready-to-eat mushroom meatball products, along with 150 vacuum-sealed packs for frozen products. The new packaging aimed not only to improve the product's appearance but also to extend its shelf life and enhance overall quality. Attractive labels and

neater packaging are expected to increase the product's appeal in the market and expand its consumer reach.

4. Partner Participation

The success of this community service program greatly depends on the active participation of the partner. In each activity, the partner is expected to be actively involved, from providing the training venue to ensuring the number of participants who will attend the training. Active participation also includes applying the training results in daily business operations, such as implementing the new packaging design and managing social media accounts more professionally. With active involvement, the partner can more easily experience the benefits of each activity carried out (Silva & Pålsson, 2022).

5. Evaluation and Sustainability

Evaluation is an important part of determining the success and effectiveness of this community service program. After all activities were implemented, an evaluation was carried out to assess the impact of the changes that had been made.

a) Evaluation of Labeled Plastic Packaging

The packaging evaluation was carried out by collecting feedback from consumers who had purchased mushroom meatballs with the new packaging, both in ready-to-eat and frozen forms. Consumers were asked to share their opinions on the packaging's attractiveness, quality, and whether the new packaging made them more interested in purchasing the product. This feedback was used to assess whether the packaging changes had a positive impact on sales and the product's image.

b) Evaluation of Branding and Marketing Training

The training evaluation was conducted through Q&A sessions and hands-on practice using social media. The partner was asked to directly apply what had been learned by marketing their products on Instagram and Facebook. The results of this evaluation were assessed based on how well the partner could manage their social media accounts and the extent to which they could attract consumers through these platforms. In addition, the program's sustainability was evaluated by ensuring that the partner could continue to manage and update their promotional content independently after the program ended. With continuous evaluation, this program is expected to have a long-term impact on the development of the UMKM Bakso Jamur Tabanan and enhance the competitiveness of its products in the market.

Conclusion

This community service program successfully provided practical solutions to address the challenges faced by the UMKM Bakso Jamur Tabanan, particularly in packaging and marketing. Through the provision of more attractive and professional packaging designs, as well as marketing training using social media, the partner was able to enhance the product's appeal and expand market reach.

The introduction of neater packaging, complete with labels and a logo, gave the product a strong identity that is expected to attract more consumers. In addition, training on the use of social media platforms such as Instagram and Facebook enabled the partner to market products directly to consumers, speed up distribution, and increase sales.

The success of this program lies not only in the implementation of the solutions provided but also in the active participation of the partner in every stage of the activities. A partner who actively participates in the training and applies the results in daily practice will be able to sustain and grow their business over the long term. The evaluation conducted after the training activities showed an improvement in the partner's skills in managing digital marketing, as well as a positive impact of the new packaging on the product's appeal and sales. Overall, this community service program has made a significant contribution to the development of the UMKM Bakso Jamur Tabanan, both in terms of branding, marketing, and increasing production capacity.

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