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The Role of Community Engagement In Marketing Strategies To Increase Audience Through Multi- Channels For Small and Medium Enteidr Rises (Smes) On Instagram, Tiktok, and Facebook

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ABSTRACT

This project discusses the implementation of digital marketing strategies through community engagement to support the growth of Es Podeng PIK MSMEs, which face challenges such as the absence of official social media accounts and a lack of knowledge about digital marketing. By utilizing Instagram, TikTok, and Facebook platforms, this project implements a practical approach that involves creating scheduled content, monitoring account performance, and proactively managing community interactions. A key aspect of this project is online reputation management, responsive feedback handling, and the systematic integration of marketing data with financial systems for the first time for SMEs. The results demonstrate significant success in expanding market reach and enhancing brand awareness. Financially, this strategy successfully increased average net income by 87%, from IDR 17,515,000 before the project to IDR 32,795,000 after the project was implemented. Performance evaluations also showed an optimal Return on Investment (ROI) of 252.5% by February 2025. In conclusion, the role of measurable and well-managed community engagement has proven to be a vital element in driving brand visibility growth, promotional efficiency, and enhancing the competitiveness of Es Podeng PIK SMEs amid the intense competition in the digital market.

Keywords: Community Engagement; Social Media Management; Digital Marketing; SMEs; ROI; Brand Image.

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INTRODUCTION

Micro, Small, and Medium EntelDR rises (MSMEs) play a critical role in the Indonesian economy, contributing approximately 60% of the Gross Domestic Product (PDB) and employing over 97% of the national workforce. However, these entelDR rises face significant challenges, particularly in adapting to the digital era. The COVID-19 pandemic accelerated the need for digitalization, with studies showing that MSMEs adopting digital technology and optimizing digital marketing strategies tend to have a higher competitive advantage. Despite the growing recognition of digital marketing, its implementation among MSMEs remains low due to a lack of knowledge regarding the effective use of social media and online marketing techniques. This knowledge gap is a primary obstacle to increasing brand awareness and customer acquisition.

The global and national increase in social media usage presents a substantial opportunity for MSMEs. In 2024, platforms like Instagram, Facebook, and TikTok are among the most popular in Indonesia, making them highly effective tools for reaching a broader market. This project focuses on UMKM Es Podeng PIK, a culinary entelDR rise that initially faced several challenges, including the complete absence of an official social media presence, a lack of knowledge about digital marketing, and limited human resources skilled in this area. Recognizing these issues, this project, titled "The Role of Community Engagement in a Multi-Channel Marketing Strategy to Increase the Audience of Es Podeng PIK MSME," was initiated to leverage social media's power to expand the target market, enhance brand visibility, and boost sales in a competitive culinary market.

LITERATURE REVIEW

This project is grounded in previous research that highlights the positive impact of social media on the competitiveness and market opportunities for MSMEs. Effective social media project management, as outlined by Nasar & Yap (2021), provides a comprehensive framework for planning, executing, monitoring, and measuring social media projects to ensure success. The literature emphasizes that social media significantly enhances customer engagement and marketing strategies for MSMEs, although challenges in adoption and effective utilization persist.

The strategic adoption of platforms is crucial. Instagram is highly effective for brand awareness due to its visual nature. Facebook excels at community building and reaching diverse demographics, making it vital for MSMEs. TikTok's potential for creating viral short-form video content allows for rapid and broad audience reach, especially among younger demographics. This project integrates these platforms to create a multi-channel strategy tailored to the specific needs of Es Podeng PIK.

METHOD

3.1. Plan

The initial phase involved identifying the core problems of UMKM Es Podeng PIK: a lack of a digital presence and limited marketing knowledge. Measurable objectives were set, including expanding market reach, increasing brand awareness, and boosting sales. The action plan included selecting Instagram, TikTok, and Facebook as the primary marketing channels based on their popularity with the target audience in Indonesia. A comprehensive customer journey framework was developed, incorporating Segmentation, Targeting, and Positioning

(STP), Competitor Analysis, AIDA (Awareness, Interest, Desire, Action), and SWOT analysis to guide the strategy.

3.2. Do

In this phase, the team executed the plan by creating official social media accounts for Es Podeng PIK. Engaging visual content was produced using tools like Canva and CapCut and subsequently posted on a regular schedule. Community engagement was actively managed through prompt interaction with the audience. A significant step was the implementation of a systematic daily financial tracking system, a first for the MSME, to monitor cash flow and performance accurately.

3.3. Check

The team conducted a thorough evaluation by monitoring key performance indicators (KPIs) such as likes, comments, shares, and views across all platforms. These metrics were compiled into monthly reports. Financial reports were also analyzed to assess the project's impact on revenue, allowing for a direct comparison against the initial targets.

3.4 Act

Based on the evaluation, the content strategy was optimized by prioritizing content types that generated the highest engagement. Customer feedback and criticism were managed constructively using a crisis management matrix to maintain a positive brand reputation

RESULTS AND DISCUSSION

4.1 Results

Demographic profile

In managing the social media project for Es Podeng PIK SME for 12 months, the author held multiple roles, including audience interaction, financial management, and data analysis. The author actively built a loyal digital community by responding to the audience, while also being responsible for managing the advertising budget and financial reporting. In addition, the author also analyzed social media performance data, the results of which were used as a basis for refining communication strategies, where all of these structured activities aimed to support the sustainable digital growth of MSMEs.

Figure 1. Interaction with Partners
Discussing visits in person



Figure 2. Interaction with partners
discussing special content for important
days in Indonesia



Source: Output PLS, (2025)

To support smooth communication, the author established a structured working mechanism, including monthly face-to-face meetings to discuss ideas and evaluations, as well as a clear approval flow to ensure that all content to be published has been given the green light by partners, so that the revision process runs efficiently and on time.

Financial Performance

The most significant impact was seen in the financial growth of MSMEs. Prior to the project, the average monthly net income from January to April 2024 was IDR 17,515,000. After project implementation, the average monthly net income from May 2024 to April 2025 increased to IDR 32,795,000, marking an 87% increase. This substantial growth underscores the direct correlation between strategic digital presence and increased sales. The efficiency of the digital marketing strategy implemented proved to be very high. Monthly ROI analysis shows optimal achievement, peaking at 252.5% in February 2025 and reaching its lowest point in March 2025 at 164.4%.

Table 1. Monthly Average Sales Report for Es Podeng PIK MSMEs

Period	Number Order	Income
before the activity	876 Cup	IDR 17.515.000
After the activity	1,640 Cup	IDR 32.795.000

Table 2. Report on the Monitoring Results of the ROI of Es Podeng PIK MSMEs

Month	Net Profit	Budget Marketing	ROI
May 24	IDR 15,320,000	IDR 65,000	234.7
June 24	IDR 15,980,000	IDR 65,000	244.8
July 24	IDR 15,950,000	IDR 65,000	244.4

August 24	IDR 14,000,800	IDR 65,000	214.4
September 24	IDR 15,190,000	IDR 65,000	232.7
Oktober 24	IDR 13,646,000	IDR 65,000	208.9
November 24	IDR 15,310,000	IDR 65,000	234.5
December 24	IDR 16,250,000	IDR 65,000	249.0
January 25	IDR 15,744,000	IDR 115,000	135.9
February 25	IDR 16,480,000	IDR 65,000	252.5
March 25	IDR 16,706,000	IDR 101,000	164.4
April 25	IDR 15,926,000	IDR 101,000	156.7

Social Media Growth and Audience Engagement

Es Podeng PIK MSME started this project without any social media accounts. All of the following growth was achieved during the project implementation period. Instagram and Facebook showed steady growth in interactions, with a significant increase recorded starting in November 2024. These platforms were successfully used to build brand identity and visual communication with the audience.

Table 3. Instagram platform insight statistics

INSTAGRAM				
Month	Likes	Comment	Share	Saves
May 24	0	0	0	0
June 24	0	0	0	0
July 24	0	0	0	0
August 24	0	0	0	0
September 24	0	0	0	0
Oktober 24	0	0	0	0
November 24	361	0	0	1
December 24	228	0	0	0
January 25	751	0	0	2
February 25	143	0	0	0
March 25	1147	0	0	0
April 25	750	2	0	0

Table 4. Facebook platform insight statistics

FACEBOOK				
Month	Likes	Comment	Share	Saves
May 24	0	0	0	0
June 24	0	0	0	0
July 24	0	0	0	0
August 24	0	0	0	0
September 24	0	0	0	0
Oktober 24	0	0	0	0
November 24	30	0	0	0
December 24	37	0	0	0
January 25	5	0	0	0
February 25	0	0	0	0
March 25	43	0	0	0
April 25	229	0	0	0

The TikTok platform is the most effective in terms of viral reach. One video posted in March 2025 achieved over 61,000 views and 3,000 likes.

Table 5. Tiktok platform insight statistics

TIKTOK					
Month	Views	Likes	Comment	Share	Saves
May 24	0	0	0	0	0
June 24	0	0	0	0	0
July 24	0	0	0	0	0
August 24	0	0	0	0	0
September 24	0	0	0	0	0
Oktober 24	0	0	0	0	0
November 24	12939	241	0	0	7
December 24	5521	6950	0	0	216
January 25	9418	266	0	0	3
February 25	1292	29	0	0	0
March 25	61342	3078	3	0	109
April 25	6497	365	2	0	3

Online Reputation Management

Throughout the project, the writer actively managed interactions with the audience. There were several instances where the writer successfully handled complaints or negative comments from customers quickly and politely to maintain the business's professional and trustworthy image.

4.2 Discussion

The results achieved show that the systematic implementation of a community engagement strategy is a key factor in the digital transformation success of Es Podeng PIK MSMEs. An 87% increase in net income directly indicates that the strategy implemented has not only succeeded in building a digital presence, but has also been effective in converting audiences into loyal consumers. This success can be attributed to several strategic factors. First, a multi- platform approach that synergistically leverages the unique strengths of Instagram, TikTok, and Facebook. TikTok has proven to be very effective for the awareness phase, where viral content is able to reach a very wide audience in a short period of time. This reach is then directed to platforms such as Instagram and Facebook, where deeper interactions and community building can be carried out to foster interest and desire. This combination creates an effective digital marketing funnel that guides potential consumers from initial awareness to the purchase stage.

Second, the vital role of proactive online reputation management. By responding to every piece of feedback, both positive and negative, the team not only resolves potential issues but also successfully builds a caring and trustworthy brand image. Handling comments about product prices openly and politely is a clear example of how community engagement can turn a potential crisis into an opportunity to strengthen customer relationships and demonstrate product value. This confirms that transparent two-way communication is the foundation of a strong and loyal digital community.

Overall, these findings confirm that investing in digital marketing, particularly that focused on community building, can have a tangible financial impact on SMEs. The success of this project proves that SMEs can compete in the competitive digital market with a well-planned, measurable strategy centered on good relationships with consumers.

CONCLUSION

The implementation of a digital marketing strategy focused on community engagement has been highly successful in transforming Es Podeng PIK MSMEs. The most notable achievement of the project is significant financial growth, as evidenced by an 87% increase in average net income and an optimal ROI of up to 252.5%. These results confirm that a well-managed digital strategy, which includes market expansion across various social media platforms, increased brand awareness through planned content, and proactive online reputation management, can deliver substantial results.

This project proves that community engagement is not just a tool for interaction, but a vital element for driving real financial growth and building sustainable competitiveness for MSMEs in the digital age. For practitioners, it is recommended to continue systematic financial recording, periodic ROI evaluation, and the development of diverse content to maintain audience engagement. For academics, this project can serve as a basis for developing a more structured digital-based MSME mentoring model and for further research on the implementation of digital communication in the MSME sector.

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