

# Strategic Branding and Creative Digital Content Production for Village-Owned Enterprises' Image Enhancement: A Community-Based Approach in Wukirsari, Yogyakarta

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## **Abstract.**

*This community service project addresses challenges faced by Village-Owned Enterprises (BUMDes) in Wukirsari Raya, Yogyakarta, specifically in optimizing strategic branding and creative digital content production. The primary objective was to enhance BUMDes' image and competitiveness in the digital era. Utilizing a Participatory Action Research (PAR) approach, the methodology involved collaborative problem identification through focus group discussions and in-depth interviews with BUMDes administrators and community members. Intervention strategies included workshops on brand identity development, practical training in digital content creation (photography, videography, copywriting), and comprehensive digital marketing skill enhancement. Key findings reveal that prior to intervention, BUMDes Wukirraya suffered from limited digital marketing knowledge, low online visibility, suboptimal brand image, and insufficient capacity for creative content production. Post-intervention, significant improvements were observed in brand identity strengthening and digital marketing skills among BUMDes personnel. The study emphasizes the critical role of community involvement in content production and the necessity of sustained local government support through policy recommendations, infrastructure provision, and continuous training. These efforts are expected to boost BUMDes' revenue and contribute to local community welfare.*

**Keywords:** Branding strategy; Community empowerment; Digital content; Digital marketing; Village-owned enterprise

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## **I. INTRODUCTION**

In the rapidly evolving era of globalization and digital transformation, Indonesia's rural economic sector faces both significant opportunities and challenges. Village-Owned Enterprises (BUMDes) play a strategic role as drivers of economic growth and community empowerment at the local level. Established as pillars of the village economy, BUMDes aim to optimally manage local resources, enhance community welfare, and reduce regional economic disparities. Within the framework of national policy, BUMDes serve as vital instruments in implementing the Village Law, which promotes grassroots independence and innovation.

However, amid current digital technological advancements, BUMDes encounter substantial challenges in optimizing the marketing of their products and services through digital platforms. Despite the vast potential of online markets, many BUMDes have limited understanding and capacity in managing branding and creative digital content. This limitation significantly hinders their efforts to improve their image and competitiveness in an increasingly competitive

market. Most BUMDes still rely on traditional marketing methods such as direct sales and word-of-mouth promotion, which have limited market reach and result in their flagship products being less recognized by wider audiences. BUMDes Wukirraya, located in Yogyakarta, exemplifies these challenges. With considerable potential in tourism and handicrafts, digital marketing optimization is crucial to enhance the visibility and revenue of this BUMDes. Without a strong branding strategy and community-based digital content development, the economic potential of BUMDes Wukirraya cannot be fully realized. This community service project aims to address these issues by formulating strategies to optimize the BUMDes image through robust branding approaches and the development of creative digital content involving local communities. Furthermore, the activity seeks to produce applicable policy recommendations for local governments to sustainably strengthen BUMDes digital marketing capacities.

Thus, this journal not only documents the process and outcomes of the community service at BUMDes Wukirraya but also aspires to contribute substantively to more effective policy formulation for BUMDes development in Yogyakarta and nationally. The program is expected to significantly enhance the visibility, competitiveness, and economic contribution of BUMDes to local development. Recent studies underscore that creativity in digital content substantially contributes to marketing effectiveness. Yuniarti et al. (2024) demonstrate that engaging and relevant content not only increases website traffic but also strengthens audience engagement and overall brand image. This finding highlights the critical role of creative content development in BUMDes digital marketing strategies. Additionally, Miguel et al. (2024) reveal that food influencers successfully build strong brand images through self-branding and content creation strategies on Instagram, producing “instagrammable” content and fostering intense follower interaction. This approach offers an inspirational model for BUMDes to develop authentic and appealing brand identities. Moreover, Lawelai et al. (2023) show that social media use as a marketing tool effectively raises brand awareness and expands market reach for BUMDes, emphasizing the necessity of digital marketing training to enhance managers’ skills in leveraging digital platforms competitively.

Therefore, strengthening digital marketing capacity through robust branding, creative content, and social media utilization is key to BUMDes success in facing digital era challenges. This approach not only boosts the visibility and competitiveness of village flagship products but also promotes sustainable village economic independence. Consequently, the community service conducted at BUMDes Wukirraya is expected to serve as a model for other BUMDes across Indonesia and provide practical policy input for local governments to support digital transformation at the village level.

## II. METHODS

This study employs Participatory Action Research (PAR) as the primary methodology to formulate and implement recommended solutions and interventions aimed at strengthening the digital marketing capabilities of BUMDes Wukirraya. PAR was selected due to its participatory nature and focus on community empowerment, enabling BUMDes managers and local communities to become central actors in driving social and economic change (Metodologi Pengabdian Masyarakat, 2023; Afandi, 2020).

The research process follows several key stages as follow :

1. Participatory problem identification was conducted collaboratively with BUMDes administrators, village youth, and relevant stakeholders to uncover the main challenges in marketing BUMDes products and services. These challenges included limited digital marketing knowledge, low youth involvement, and insufficient capacity for creative digital content production. The Participatory Rural Appraisal (PRA) technique was utilized to deeply explore these issues and community needs (Metodologi Pengabdian Masyarakat, 2023).

2. Based on the identified problems, the research team and community members jointly developed intervention strategies. These strategies encompassed brand identity development (branding), creative digital content production training, enhancement of human resource capacity in digital marketing, and leveraging strategic locations such as airports for product promotion. The collaborative planning ensured that the solutions were contextually relevant and aligned with local potential (Yusuf & Basri, 2021).
3. Regular evaluation and joint reflection sessions were conducted involving all stakeholders to assess intervention effectiveness, identify obstacles, and formulate continuous improvements. This reflective process is a crucial component of PAR, ensuring sustainable empowerment and social transformation (Afandi, 2020).

Data collection primarily involved qualitative methods, including focus group discussions, in-depth interviews, and field observations. Qualitative descriptive analysis was employed to understand social dynamics and behavioral changes, complemented by simple quantitative analysis to measure improvements in capacity and marketing performance (Penelitian dan Pengabdian Masyarakat, 2017). The research was conducted in BUMDes Wukirraya, Yogyakarta, a region with several operational BUMDes units chosen for its significant potential to develop the local economy through BUMDes initiatives. The study period spanned from Mei to June 2025, allowing sufficient time for comprehensive surveys and interviews. The strength of the PAR methodology in its active involvement of the community as both subjects and agents of change, producing solutions that are contextual, relevant, and sustainable. Furthermore, this approach fosters strong partnerships among universities, local governments, and village communities, supporting holistic BUMDes development (Yusuf & Basri, 2021; Metodologi Pengabdian Masyarakat, 2023).

### **III. RESULT AND DISCUSSION**

#### **Initial Conditions of BUMDes Wukirraya Location**

Based on in-depth interviews and Focus Group Discussions (FGDs) with the director and staff of BUMDes Wukirraya, several fundamental issues were identified as major obstacles to the development of digital marketing and capacity building within the organization. A significant challenge is the limited involvement of village youth in digital marketing activities. Youth are recognized as the generation most adaptable to digital technology and possess great potential for innovation as well as dynamic management of social media and creative content production. However, the low participation of youth reduces opportunities for developing effective and innovative digital marketing strategies (Wukirsari.bantulkab.go.id, 2021).



### III.1 Wukirsari Village

Furthermore, there is a constraint in human resources at BUMDes Wukirraya. The limited number of staff and managers, combined with insufficient capacity, results in a high workload and hampers the optimization of digital marketing management. This limitation poses a serious challenge in designing and implementing sustainable and effective digital marketing strategies (Putri, 2023). The situation is exacerbated by the lack of training support and capacity development from the local government, leading to stagnation in the growth and development of BUMDes operations. BUMDes Wukirraya has not yet utilized the airport as a strategic location to promote the village's flagship products to national and international markets. This is due to challenges related to the need for adequate digital infrastructure support and a lack of intensive collaboration with airport authorities and local government to ensure optimal promotion (Regulation of the Regent of Gunungkidul, 2023).

Before the implementation of the community service program, the initial conditions of BUMDes Wukirraya revealed several key issues. First, there was a limited understanding among BUMDes administrators regarding strategic branding concepts and digital content production. The majority of managers still relied on conventional marketing methods that were less effective in reaching broader audiences. Second, limited resources, both in terms of human capital and technology, hindered BUMDes' ability to adapt to digital marketing. Third, insufficient support from local government, particularly in the form of training and capacity development, made it difficult for BUMDes to grow optimally.

The real challenges faced by BUMDes Wukirraya also included the limited reach of traditional marketing. Prior to intervention, BUMDes still depended on marketing methods such as direct sales, word-of-mouth promotion, and participation in local exhibitions. These approaches severely restricted the market reach of their products and services, preventing them from penetrating wider markets at both national and international levels (Wukirsari.bantulkab.go.id, 2021). This aligns with findings that traditional marketing is less effective in expanding market access in the current digital era (Kompasiana, 2025). Furthermore, BUMDes Wukirraya exhibits low online visibility. Its digital presence is neither strong nor well-structured, making information about its products and services difficult to access for potential consumers beyond the local area. As a result, BUMDes struggles to compete with other businesses that have already effectively optimized their digital marketing strategies (Putri, 2023; Jurnal JPMA, 2023). Additionally, BUMDes lacks an optimal brand image. The absence of a professional logo, appealing tagline, and consistent visual guidelines

causes the organization's image to appear less professional and less convincing in the eyes of the market ([Wukirsari.bantulkab.go.id](http://Wukirsari.bantulkab.go.id), 2021).

The main challenges faced include limited understanding and skills in digital marketing among BUMDes managers and staff, encompassing social media management, engaging content creation, local SEO optimization, and e-commerce utilization. These deficiencies pose significant barriers to adapting to the modern marketing landscape. Moreover, there is a limited capacity for producing creative digital content, with difficulties in generating attractive and relevant materials such as photos, videos, and captions due to a lack of equipment, software, and technical knowledge (Jurnal JPMA, 2023). Finally, BUMDes faces intense market competition from other enterprises that have already adopted advanced digital marketing strategies, requiring BUMDes not only to maintain an online presence but also to stand out and attract attention (Kompasiana, 2025). Overall, the initial condition of BUMDes Wukirraya highlights the urgent need for comprehensive strategic interventions to address human resource limitations, increase youth involvement, strengthen branding, and develop digital marketing capacity to compete effectively



III.2 Focus Group Discussions (FGDs) at BUMDes Wukirraya

## Results and Discussion

This community service initiative aimed to identify and address challenges related to strategic branding and creative digital content production to enhance the image of BUMDes, particularly in Wukirraya, Yogyakarta. A community-based approach involving surveys, Focus Group Discussions (FGDs), and in-depth interviews was employed to obtain a comprehensive understanding of the existing conditions and needs of BUMDes. Prior to the intervention, BUMDes Wukirraya faced significant obstacles that hindered efforts to improve its image and product marketing. Findings from surveys, interviews with BUMDes administrators, and FGDs revealed several consistent and interrelated issues.

### 1. Limitations of Traditional Marketing Reach

The majority of BUMDes Wukirraya' marketing activities heavily relied on conventional methods such as direct sales, word-of-mouth promotion, and participation in local exhibitions. These approaches limited market reach and constrained BUMDes's ability to penetrate broader audiences at both national and international levels. This situation aligns with broader observations that many BUMDes still depend on traditional marketing with limited reach,

resulting in their flagship products being less recognized by wider markets (national and international markets) (Kompasiana, 2025).

2. Low Online Visibility

BUMDes Wukirraya currently lacks a strong and well-structured digital presence. Information about its products and services is difficult to access online, limiting potential consumers outside the local area from discovering or becoming familiar with BUMDes. This absence of a significant digital footprint poses a major barrier to market expansion and business development in the digital era (Jurnal JPMA, 2023).

3. Suboptimal Brand Image

The brand identity of BUMDes Wukirraya has not yet been firmly established or consistently maintained. The lack of a professional logo, appealing tagline, and uniform visual guidelines results in an image perceived as less professional and less convincing in an increasingly competitive market. This situation hampers efforts to build brand loyalty and broaden product recognition.

4. Limited Youth Involvement in Digital Marketing

A key finding from FGDs and interviews is the insufficient involvement of village youth as content creators or members of the BUMDes digital marketing team. Despite being the generation most adaptable to digital technologies and possessing great potential for innovation and dynamic management of social media and creative content production, their limited participation reduces the potential for innovation and dynamism needed to attract modern markets and enhance digital marketing effectiveness. This limitation also affects the availability of skilled personnel and creativity in digital content management.

5. Insufficient Understanding and Skills in Digital Marketing

A major challenge faced by BUMDes administrators and staff is the gap in knowledge and skills related to digital marketing. They have yet to develop and implement comprehensive digital marketing strategies. Specific issues include:

6. Managers lack understanding of how to effectively use platforms such as Instagram, Facebook, and TikTok. They struggle with identifying target audiences, designing engaging and scheduled content strategies, and responding promptly and professionally to audience interactions. Furthermore, they are unfamiliar with key performance metrics like engagement rate and reach to evaluate campaign success.

7. Lack of Local Search Engine Optimization (SEO) Strategy

Managers do not know how to make their products and services easily discoverable via search engines like Google, including keyword optimization, use of Google My Business, and building local backlinks.

8. Limited E-commerce Utilization

BUMDes faces technical difficulties in establishing and managing online stores on platforms such as Tokopedia and Shopee. Additionally, managers lack efficient product and inventory management systems and face challenges in understanding digital payment mechanisms and logistics arrangements.

9. Constraints in Creative Digital Content Production

BUMDes Wukirraya experiences significant challenges in producing engaging visual and textual content and managers are not accustomed to crafting persuasive and informative text that can build emotional connections with audiences.

#### 10. Limitations in Human Resources and Technology

These challenges are compounded by broader constraints in human resources and technology, including:

- a. The number of staff or community members interested and skilled in digital marketing and content production is very limited, coupled with a lack of formal training opportunities.
- b. Internet speed and stability in rural areas remain problematic, and ownership of adequate digital management devices is uneven among BUMDes managers

### **Qualitative Analysis of Survey and In-Depth Interview Results**

Based on the implementation of recommended solutions and interventions to strengthen the digital marketing of BUMDes Wukirraya, this study identified several significant changes that can be qualitatively analyzed from survey data, in-depth interviews, and participatory field observations. The findings reinforce the importance of a systematic and participatory approach in building BUMDes' digital marketing capacity and affirm the relevance of interventions grounded in the real needs of the community.

#### 1. Integrating Digital and Traditional Marketing to Expand BUMDes Market Reach

Integrating digital marketing with traditional methods is a crucial strategy for BUMDes Wukirraya to expand its market reach. A study conducted on BUMDes Artha Jaya revealed that utilizing digital platforms such as Instagram, WhatsApp, and marketplaces like Tokopedia and Shopee significantly broadens market access, which was previously limited by conventional methods such as direct sales and word-of-mouth promotion (Jurnal Nusantara Mengabdi, 2022). Through continuous digital marketing training, BUMDes managers can enhance their skills in content management and develop effective marketing strategies, enabling them to reach wider audiences both nationally and potentially internationally. This aligns with Kotler and Keller's (2016) assertion that combining digital and traditional marketing approaches can substantially improve market penetration effectiveness and broaden audience reach.

Additionally, research by Pambudi and Suyono (2021) emphasizes that an integrated marketing communication strategy through digital media allows BUMDes products to be marketed more flexibly and responsively. Clear brand positioning and prompt responses to consumer feedback strengthen brand recognition and expand the market. Digital marketing training focused on leveraging social media and marketplaces has proven effective in enhancing the creativity and capabilities of BUMDes managers in digital product marketing. Additionally, such training supports the development of product branding that differentiates local products amid increasing market competition (Jurnal Pengabdian Masyarakat, 2023). Therefore, structured and ongoing digital marketing training is essential for BUMDes Wukirraya to maximize the use of digital technology to expand its market, strengthen brand image, and increase product competitiveness in the current digital era.

#### 2. Strengthening BUMDes Brand Identity (Branding)

Developing a strong brand identity for BUMDes is a crucial step in creating a competitive image amid market competition, both in digital and traditional arenas. A study

conducted by Murtono (2024) emphasizes that establishing a consistent and robust brand identity is essential to strengthening BUMDes' position in the market. Through the implementation of branding design workshops that involve both management and the community collaboratively, the process of creating logos, taglines, and visual guidelines successfully reflects local values and the unique characteristics of the village authentically. Active community participation in these activities has been proven to foster a sense of ownership toward the brand, reinforce loyalty, and provide a competitive advantage compared to more established competitors. All participants in the study reported that the participatory branding approach effectively strengthened brand identity, enhanced brand recognition, and attracted a greater number of customers.

Furthermore, the application of standardized branding guidelines plays a significant role in reducing visual inconsistencies, enhancing professionalism, and strengthening consumer recall of the brand. Mogaji (2023) explains that a brand guideline is a document that provides detailed instructions regarding the use of visual elements such as logos, colors, and typography, ensuring that brand identity communication remains consistent and professional across various media. This finding is further supported by the results of branding and digital marketing training conducted for BUMDes in Tambakasri, which demonstrated that intensive assistance in graphic design and digital marketing improved branding capabilities, strengthened brand identity, and supported the village's economic growth.

Overall, these research findings reinforce that strengthening BUMDes' brand identity through a participatory approach, branding training, and the application of standardized visual guidelines is highly effective in building a competitive image, increasing community loyalty, and enhancing BUMDes' competitiveness in the digital era.

### 3. Enhancement of Digital Marketing Skills

The structured implementation of digital marketing training has proven to be highly effective in enhancing the capabilities of BUMDes managers, particularly in managing social media and producing creative content. The administrators and staff reported significant improvements in their understanding and practical skills, such as creating engaging visual content, developing content calendars, and planning audience interaction strategies. Technical training covering product photography, basic videography, and creative caption writing has enabled managers to produce content that is relevant and aligned with current digital marketing trends, especially content that is visually appealing and easily shareable. These findings correspond with the study by Yuniarti et al. (2024), which highlights the critical role of creative digital content in improving marketing effectiveness. Furthermore, training on e-commerce utilization positively impacted the expansion of BUMDes product distribution channels. Training participants began independently creating online stores, managing inventory, and processing orders, although further mentoring is necessary to optimize payment systems and logistics management. This aligns with the study by Nuryani & Tim Pengabdian (2023), which emphasizes the importance of continuous support in adopting digital technologies in rural areas to ensure effective and sustainable implementation.

As a solution to address challenges in optimizing payment and logistics systems, it is recommended that BUMDes Wukirraya establish partnerships with trusted digital payment providers and local logistics services. Additionally, regular advanced training and intensive

mentoring should be conducted to enable managers and the community to independently and professionally manage all aspects of digital marketing. The implementation of routine monitoring and evaluation systems is also essential to identify emerging obstacles and formulate timely improvement strategies. Through these measures, BUMDes Wukirraya is expected to enhance its competitiveness and significantly expand its market reach in the digital era.

#### 4. Role of Community and Collaboration in Content Production

Strengthening community involvement and collaboration in the digital content production process is a crucial aspect of building an authentic and engaging brand identity for BUMDes. According to the study by Prawara et al. (2023), with adequate training, community members can actively participate as content creators by taking photographs, recording videos, and writing stories related to products and village activities. This approach not only helps reduce the workload of BUMDes administrators but also enriches the diversity of content produced, thereby reinforcing community-based branding through a co-creation mechanism that contributes to enhancing brand identity and customer loyalty. These findings align with the study by Wijaya and Hartono (2022), which demonstrates that training and empowering the community in digital content creation can strengthen the village's brand image in the digital realm and improve the community's capacity to support local product marketing.

Furthermore, the co-creation theory developed by Prahalad and Ramaswamy (2004) emphasizes that consumer and community participation in value creation is an effective strategy to build brand uniqueness and authenticity while simultaneously increasing customer loyalty. Therefore, it is recommended that BUMDes Wukirraya implement ongoing digital content production training programs for community members, including photography, videography, and creative writing workshops. This participatory approach is expected to strengthen the community's sense of ownership over the brand, enrich authentic local narratives, and enhance BUMDes Wukirraya's competitiveness in both digital and traditional markets.

Moreover, BUMDes Wukirraya should also apply standardized branding guidelines to maintain visual consistency and professionalism in content presentation, thereby reinforcing consumer recall of the brand. Close collaboration between management and the community in content production should be supported by regular evaluations of consumer responses as input for developing adaptive and responsive branding strategies in line with market dynamics.

#### 5. Impact on Income and Welfare

Overall, BUMDes administrators expressed high expectations that improved branding and digital marketing would drive income growth. Initial results indicated positive trends in increased product demand and market exposure following the intervention. This income growth is anticipated to directly contribute to the welfare of members and the broader village community.

### **Policy and Infrastructure Support**

The study also underscores the critical importance of policy support from local governments, particularly in providing stable internet facilities, creative village spaces, and ongoing digital marketing training programs. Such policy interventions are essential prerequisites for ensuring the

optimal and sustainable innovation of BUMDes digital marketing. Additionally, offering incentives and recognition to BUMDes units that successfully improve their digital marketing performance has proven to be an effective motivation to encourage innovation adoption and competitiveness enhancement. The implementation of solution recommendations and interventions based on real community needs has yielded measurable positive changes in the digital marketing capacity of BUMDes Wukirraya. Strengthening branding, enhancing digital marketing skills, involving the community, and securing policy and infrastructure support have proven to be key factors in the successful digital transformation at the village level. These findings align with studies by Lawelai et al. (2023), Yuniarti et al. (2024), and recent community service research emphasizing the importance of participatory strategies and continuous training in strengthening rural economies through digital marketing.

1. Policy Solutions for Local Governments to Strengthen BUMDes Digital Marketing

Based on the research findings and the implementation of digital marketing strengthening interventions at BUMDes Wukirraya, the role of local governments is critical in creating a conducive ecosystem for the sustainability and capacity development of BUMDes. Local governments need to adopt strategic policies addressing various aspects, from human resource capacity building and infrastructure provision to marketing facilitation and community empowerment.

2. Provision of Digital Infrastructure and Supporting Facilities

Local governments should prioritize providing fast, stable, and affordable internet access in rural areas. This infrastructure is a fundamental prerequisite for BUMDes to optimize digital marketing through social media, websites, and e-commerce platforms (STIE Dewantara, 2023). Additionally, establishing creative spaces or village content centers equipped with adequate technology will support the production of quality digital content by managers and local communities (DigitalDesa.id, 2023).

3. Continuous Digital Marketing Training and Mentoring

Comprehensive and ongoing digital marketing training should become a routine agenda for local governments. This program includes enhancing understanding of basic digital marketing concepts, social media management, creative content creation, local SEO optimization, and e-commerce utilization (Dinas PMD Kalimantan Timur, 2024). Intensive post-training mentoring is also essential to ensure effective strategy implementation and to overcome technical challenges in the field (Nuryani & Tim Pengabdian, 2023). Such training will increase BUMDes human resource capacity and encourage youth involvement as content creators and digital marketing managers.

4. Marketing Facilitation and Product Development

Local governments can facilitate BUMDes in expanding market reach by supporting participation in exhibitions, festivals, and promotional events at local, national, and international levels (Wirabuana, 2025). Furthermore, governments can assist BUMDes in opening online stores and integrating flagship village products into popular e-commerce platforms, enabling broader consumer access beyond geographical limits (Kompasiana, 2025). This support may also include technical assistance in product management, inventory, and logistics.

5. Inclusive Village Community Empowerment

Local governments need to ensure that the benefits and profits from BUMDes development are felt by all community layers. This can be realized by creating employment opportunities for local residents, conducting digital skills and entrepreneurship training, and allocating part of BUMDes profits to social programs supporting community welfare (Wirabuana, 2025). Integrating BUMDes into empowerment programs for women, youth, and vulnerable groups will foster an inclusive and sustainable village economy.

#### 6. Incentives and Recognition for High-Performing BUMDes

Local governments can develop incentive and recognition programs for BUMDes that successfully improve digital marketing visibility and performance. Incentives may include awards, development funding, or priority access to advanced training. Such programs will motivate BUMDes to continue innovating and enhancing the competitiveness of their flagship products (Pemerintah Desa Caruy, 2023).

### IV. CONCLUSION

The results of this community service clearly confirm that strategic branding and creative digital content production are two fundamental pillars essential for BUMDes Wukirraya to enhance its image and competitiveness in the digital era. The initial limitations observed, such as reliance on traditional marketing and low online visibility, reflect common challenges faced by many BUMDes across Indonesia. This underscores the necessity for an integrated and sustainable digital transformation in managing village product marketing. The community-based approach applied in this service proved effective in identifying the real needs and challenges encountered by BUMDes managers. Through surveys and in-depth interviews, the service team was able to formulate relevant solutions widely accepted by the community. This co-design process not only increased community ownership of the program but also opened significant opportunities for the sustainability of long-term interventions.

These findings reinforce previous research. The importance of creativity in digital content production, as highlighted by Yuniarti et al. (2024), formed the core basis for the creative content training provided. Meanwhile, the self-branding and content creation strategies discussed by Miguel et al. (2024) offered inspiration for building an authentic and appealing BUMDes image to digital audiences. Furthermore, support for Lawelai et al.'s (2023) ideas on the role of social media in strengthening branding further emphasizes the urgent need for digital marketing training for BUMDes managers to compete in increasingly competitive markets. With the implementation of the formulated recommendations, BUMDes Wukirraya is expected not only to develop a stronger brand identity and more engaging digital content but also to experience an increase in human resource capacity to independently and professionally manage digital marketing. Enhanced online visibility and broader market access will ultimately contribute to increased BUMDes revenue and the welfare of the local community, aligning with the initial goals of this service.

The sustainability of the program heavily depends on BUMDes' commitment to continuously adopt the digital marketing practices taught, as well as ongoing support from local governments in the form of applicable policies and capacity-building programs. The synergy between BUMDes, the community, and local government is the key to ensuring an effective and sustainable digital transformation in village economic development.

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