



Empowering Community MSMEs: Enhancing Economic Potential Through Digital Marketing and Innovative Packaging Solutions in Lampung Province

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Article History:

Received: Feb 15th 2025

Revised: April 16th 2025

Accepted: May 30th 2025

Keywords: *Digital Marketing, Packaging Product, Empowering Community*

Abstract: *This community service focuses on strengthening the economic potential of MSMEs in Lampung Province by addressing the issue of limited digital marketing skills and inadequate packaging strategies. The subjects of the activity are MSME actors from several districts with promising local products but limited digital exposure. The objective is to enhance their competitiveness through training on digital platforms and packaging innovation. The program adopts a service learning approach, involving students under academic supervision in delivering hands-on mentoring to MSMEs. Strategies include interactive workshops on Shopee, Tokopedia, Instagram, TikTok, and packaging design based on market trends. The result shows increased participant knowledge and application of digital marketing and packaging, contributing to higher product visibility and sales. Despite its limited scale, the initiative offers a replicable model for MSME empowerment and emphasizes the need for wider collaboration to ensure sustainability and regional economic impact.*



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Introduction

In the business world, both large and small-scale enterprises are significantly influenced by technology ¹. This is due to the ever-changing market demands that evolve with time, requiring entrepreneurs to adapt to technological changes in order to grow and maintain their businesses ². Human resource management systems

¹ E Nichifor et al., "Unlocking the Entrepreneurial State of Mind for the Digital Decade: SMEs and Digital Marketing," *Electronics (Switzerland)* 11, no. 15 (2022).

² F Al Maidah, V L Rizki, and N L I Putri, "Branding and Packaging Training to Improve Product Promotion at MSMEs in Mojosari Village," *Empowerment Society* 6, no. 2 (2023): 66-76; R Putri et al., "Government Policy Strategy for Empowering MSMEs During the COVID-19 Pandemic at the Bulak Fish Market Center, Surabaya City," *Athena: Journal of Social, Culture and Society* 1, no. 3 (2023): 93-101.

have become crucial in maintaining company competitiveness, as the effectiveness of utilizing available human potential is, on one hand, influenced by the ability to adapt to changes brought about by the industrial revolution and, on the other hand, by employees' ability to adapt to each other³.

Technological advancements have introduced a method of transaction known as e-commerce (electronic commerce). Trade transactions that were previously conducted face-to-face have shifted to online transactions, where traders and consumers no longer need to meet physically to conduct business⁴. Online sellers can engage customers globally, both in real-time and through two-way interaction⁵. This type of interaction enhances customer perceptions and adjusts market offerings to meet their specific needs and desires⁶.

SMEs play a vital role in achieving various targets for societal sustainability. Micro, small, and medium enterprises (SMEs) in Indonesia have enormous potential and can grow into economic pillars for the national economy⁷. Historical records show that SMEs are flexible and resilient in facing economic crises. Their ability to survive crises and continue succeeding has made them front-runners in Indonesia's economy (Hassan et al., 2020). SMEs typically operate in small market niches, managed independently by business owners, and play a significant role in economic development by absorbing labor. SMEs also help distribute the results of development, and their resilience was evident during the COVID-19 pandemic⁸.

SME entrepreneurship is carried out by building synergy in mapping entrepreneurial potential, creating an entrepreneurial climate, nurturing entrepreneurship, and providing business incubation and financial support. The emergence of various products within the same category, with standardized product quality, can easily be imitated and owned by anyone. As a result, SMEs face challenges in maintaining their position as market leaders. To counteract competitor penetration, SMEs must maintain their market share by ensuring quality

³ Nurul Badriyah et al., "Economic Empowerment through the Development of Food and Beverage Micro Enterprises," *Journal of Community Service and Empowerment* 4, no. 2 (2023): 308-318.

⁴ M P Kandis, S Sriati, and R Kurniawan, "Community Empowerment of MSME Owners by the Office of Micro, Small, and MSME Cooperatives in Palembang City," *Journal La Bisecoman* 5, no. 4 (2024): 554-567.

⁵ E Suwarni and M A Handayani, "Development of Micro, Small, and Medium Enterprises (MSMEs) to Strengthen Indonesia's Economy Post-COVID-19," *Business Management and Strategy* 12, no. 2 (2021): 19.

⁶ G M Ningsih et al., "JOSS: Journal of Social Science Agricultural Marketing Strategies in the Digital Era: Improving the Competitiveness of Local Products," *This Convenience Is* 3, no. 9 (2024).

⁷ Pareza Alam Jusia et al., "Pelatihan Digital Marketing Menggunakan Facebook Ads Dan Marketplace Shopee Sebagai Strategi Peningkatan Penjualan Pada UMKM Madu Mayeesha," *Jurnal Pengabdian Masyarakat UNAMA* 2, no. 1 (2023): 67-72.

⁸ H Erfiani Baroroh et al., "Digitalization and Product Development of MSMEs in Tonjong Village: A Means of Community Empowerment Towards Prosperity," *Journal of Community Practice and Social Welfare* 3, no. 1 (2023): 13-27.

customer service. Good service quality is felt by consumers and fosters satisfaction and loyalty, which can lead to repeat customers for the products they produce⁹.

To attract consumer interest in purchasing their products, business owners offer various e-services to market their goods. Electronic service quality (e-service quality) refers to how well a website facilitates shopping, purchasing, and delivering products and services in an efficient and effective manner¹⁰. Another crucial factor to consider in attracting consumer interest is product packaging. Packaging is defined as the process involving the design and production of packaging, with its primary function being to protect the product and maintain its quality¹¹. Packaging serves several purposes: it enhances the product's appearance, provides security during display in stores, ensures protection during product distribution, offers information to consumers in the form of labeling, and represents the product design¹².

Table 1. The Development of MSMEs in Lampung

District/City	Micro Business		Small Business		Medium Business		Total Business	
	2020	2021	2020	2021	2020	2021	2020	2021
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
West Lampung	245	1 638	105	105	4	4	354	1 747
Tanggamus	186	186	0	0	0	0	186	186
South Lampung	701	701	0	0	0	0	701	701
East Lampung	389	425	122	122	0	0	511	547
Middle Lampung	795	795	1	1	0	0	796	796
North Lampung	330	423	30	30	4	4	364	457
Way Kanan	599	725	229	103	12	12	840	840
Tulang Bawang	23	23	0	0	0	0	23	23
Pesawaran	422	460	58	20	2	2	482	482
Pringsewu	331	1 891	40	40	2	2	373	1 933

⁹ R Tresnasari, "Enhancing MSME Performance Through Institutional Strengthening, Entrepreneurship, and Digital Marketing," *International Journal of Research in Community Service* 4, no. 1 (2023): 11-17.

¹⁰ D Desmawan, "Creative Product Innovation and Marketing Strategies to Advance MSMEs and Empower Women in Talaga Village," *MOVE: Journal of Community Service and Engagement* 2, no. 4 (2023): 107-110.

¹¹ S Kuzankah Ewuga et al., "Comparative Review of Technology Integration in SMEs: A Tale of Two Economies—The United States and Nigeria," *Engineering Science & Technology Journal* 4, no. 6 (2023): 555-570.

¹² S Seniwati et al., "Go Digital MSMEs Training to Support Women's Empowerment Programs on Laiya Island, South Sulawesi," *Journal of Community Service and Empowerment* 5, no. 1 (2024): 163-172.

Mesuji	350	250	41	41	1	1	292	292
Tulang Bawang West	179	179	0	0	0	0	179	179
West Pesisir	68	429	0	0	0	0	68	429
Bandar Lampung	116	116	1	1	43	43	118	118
Metro	590	615	900	875			533	533
	22	23	926	580	88	88	23	23
	840	186					854	854
Lampung	143	147	3	2	156	156	147	150
	948	926	452	917			556	999

Source: www. bps.go.id 2024

From the table above, we can elaborate on the condition of SMEs in Lampung Province. South Lampung has the highest number of SMEs compared to other regencies. South Lampung is also home to several markets with many SMEs, and the most popular one is the Central Vegetable Market in Jatimulyo Village, which is strategically located on the border of Bandar Lampung.

Our survey revealed an interesting phenomenon in the local market¹³. Despite the market being frequently visited by middlemen who regularly purchase goods for resale, this does not correlate with the income levels of the SMEs in the market¹⁴. This issue is due to several factors, particularly in product management, pricing based on quality, and product packaging. Compared to other markets, the products in this market tend to be less competitive in terms of quality and marketing¹⁵.

The reality is that most traders prefer to sell products in bulk to middlemen at relatively low prices. Meanwhile, for direct retail sales to consumers, traders set prices that are relatively high compared to other markets. This imbalance weakens the market's competitiveness and leads to suboptimal product marketing, even though the market has an abundance of supply. If marketing strategies and product packaging could be better managed, this market has great potential to compete effectively with other markets, while increasing the income of SME actors¹⁶.

Although the existence of Micro, Small, and Medium Enterprises (SMEs) has been recognized as a cornerstone of the Indonesian economy, many SMEs in regions like Lampung still face challenges in improving their competitiveness in the

¹³ Nadia Larasati, "Implementation of Government Regulation Policies towards the Empowerment of MSMEs," *QISTINA: Jurnal Multidisiplin Indonesia* 1, no. 1 (2022): 13–21.

¹⁴ Maidah, Rizki, and Putri, "Branding and Packaging Training to Improve Product Promotion at MSMEs in Mojosari Village."

¹⁵ I J Akpan, E A P Udoh, and B Adebisi, "Awareness and Adoption of Advanced Technologies by Small Businesses in Emerging and Developing Markets: Lessons from the COVID-19 Pandemic," *Journal of Small Business and Entrepreneurship* 34, no. 2 (2022): 123–140.

¹⁶ T Suminar et al., "Increasing Entrepreneurial Capacity Based on Digital Technology for Small and Medium-Sized Enterprises (SMEs)," *Journal of Community Empowerment* 4, no. 1 (2024): 35–41.

market¹⁷. One of the main issues is the weak digital marketing strategies and lack of innovative product packaging. While many previous community services have focused on the impact of technology on SME performance, studies that specifically explore the application of digital marketing tailored to the local context and packaging innovation as a value-added product strategy are still limited¹⁸. Furthermore, there is a difference in understanding how community collaboration can be empowered to optimize the implementation of these strategies, particularly in regions with significant economic potential, such as Lampung.

This community service offers novelty by adopting a holistic approach to empower community SMEs in Lampung Province through the integration of digital marketing strategies and product packaging innovation (Darwish et al., 2024). Unlike previous studies, this service does not only identify problems but also develops practical, technology-based solutions tailored to local needs¹⁹. This approach leverages the abundance of local resources and market potential in Lampung, with a focus on empowering SME communities to enhance the competitiveness of their products at both national and international levels²⁰. This service also emphasizes the importance of training and education in adopting technology, as well as community collaboration as the foundation for sustainability. Thus, this service contributes a new perspective to the literature regarding the transformation of SMEs towards a more modern and competitive business ecosystem²¹.

Method

The method used in this community service program adopts the service learning approach. Service learning is an educational methodology that integrates meaningful community service with instruction and reflection to enrich the learning experience, foster civic responsibility, and strengthen communities. The service learning approach places students and community members in a collaborative learning relationship where students are actively engaged in solving real-life community issues while achieving academic and character development outcomes.

¹⁷ Sri Yulianti et al., "Empowerment through Digital Marketing Strategy: One-Time Entrepreneur Micro Application on Social Media in Mekar Jaya Village, Sukmajaya District, Depok City," *East Asian Journal of Multidisciplinary Research* 2, no. 1 (2023): 393–416.

¹⁸ Y Hu et al., "Navigating Digital Transformation and Knowledge Structures: Insights for Small and Medium-Sized Enterprises," *Journal of the Knowledge Economy* (2024).

¹⁹ Narasimha Rao Vajjhala, "Exploratory Review of Applications of Machine Learning for Small- and Medium-Sized Enterprises (SMEs)," in *International Conference on Human-Centric Smart Computing* (Springer, 2023), 261–270.

²⁰ A Kallmuenzer et al., "Adoption and Performance Outcomes of Digitalization in Small and Medium-Sized Enterprises," *Review of Managerial Science* (2024).

²¹ G Bapat et al., "Leveraging ChatGPT to Empower MSMEs: A Paradigm Shift in Problem Solving," in *Engineering Proceedings*, vol. 59, 2023.

This community service program is designed as a transformative learning experience that bridges academic concepts and practical application, particularly in the context of empowering MSME (Micro, Small, and Medium Enterprises) actors in the area. The program emphasizes mutual benefit—students gain practical knowledge while the community benefits from the transfer of information and skills.

To support the implementation of service learning, both primary and secondary data are utilized. Primary data is collected through surveys and direct observations at the community sites. Meanwhile, secondary data is drawn from official MSME development reports issued by the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, providing a contextual foundation for understanding the challenges and needs of local entrepreneurs²².

The community service activities are implemented through structured stages as follows:

Stage 1: Pre-Test, Socialization, and Education

In this initial stage, participants (MSME actors) are given a pre-test to assess their prior understanding of financial literacy and financial management. Following this, educational sessions are conducted on digital marketing strategies, product packaging techniques, and basic business practices. These sessions employ socialization, illustration, and discussion methods to encourage active engagement and dialogue between students and community members.

Stage 2: Assistance and Post-Test

During the assistance phase, participants are encouraged to discuss the challenges they encounter in applying digital marketing tools and improving their product packaging. Facilitators, including student participants, provide guidance and share relevant solutions. At the end of this phase, a post-test questionnaire is distributed, containing key indicators designed to measure the participants' improved understanding and application of digital marketing and packaging after the educational interventions.

Stage 3: Monitoring and Evaluation

The final phase involves on-site visits to the business locations of MSME participants by the community service team. These visits serve to directly monitor the implementation of digital marketing and packaging practices introduced during the training. Observations are recorded and reflected upon as part of the evaluation process to determine the effectiveness and sustainability of the program.

²² T Khwarazmita and M Churiyah, "Empowering Female Leadership and Cultivating a Digital Mindset: Enhancing Indonesia's Jamu MSMEs through Strategic SWOT Analysis," *Jurnal Manajemen Unsera*, no. 10 (2024).

By integrating these stages into a service learning framework, the program fosters experiential learning, encourages critical reflection, and strengthens community-university partnerships aimed at sustainable empowerment.

Result

Digital Marketing Enhancing Economic Potential of Micro, Small and Medium Enterprises (MSMEs) in Lampung Province

The implementation of digital marketing has had a transformative impact on the development and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in Lampung Province. Many MSMEs that previously relied on traditional marketing methods—such as flyers, physical exhibitions, or word-of-mouth—have begun shifting to digital platforms. This includes leveraging social media (Instagram, TikTok, Facebook), online marketplaces (Shopee, Tokopedia, Lazada), and food delivery services (GoFood, GrabFood). As a result, local products such as robusta coffee, *tapis* woven fabric, and various culinary specialties have gained broader visibility and access to markets beyond Lampung, even reaching national and international consumers.

This digital transformation has not only broadened market reach but also enhanced marketing efficiency. Compared to conventional methods, digital marketing offers more affordable and measurable options. MSMEs can now run targeted campaigns through Facebook Ads or Google Ads with minimal budgets while reaching specific audiences. Several MSMEs in Lampung have successfully collaborated with local influencers, significantly increasing their product exposure and improving customer engagement. These campaigns have often translated into measurable increases in sales.

Digital marketing also fosters real-time interaction between businesses and consumers. Through comments, reviews, and private messages on social platforms and online stores, MSMEs can receive direct feedback from customers. This helps them refine their products and services based on consumer expectations, resulting in higher customer satisfaction and loyalty. The ability to respond quickly to complaints and praise alike builds a more human connection between brand and buyer.

Furthermore, digital engagement has led to a noticeable increase in business agility and technological adoption. MSMEs have begun implementing systems for online order management, cashless transactions, and digital marketing analytics. This has elevated the overall professionalism and operational efficiency of small businesses in Lampung. MSMEs are now more capable of identifying which products are most in demand, the best timing for promotions, and the characteristics of their target market. This data-driven approach provides them

with a competitive advantage in the fast-evolving digital economy.

The financial outcomes of digital marketing adoption are also significant. Many MSMEs reported increases in revenue due to better customer targeting and streamlined operations. Businesses in the culinary sector, for instance, gained more consistent sales through online ordering platforms, while handicraft and agricultural businesses saw growing demand through their marketplace presence. Thus, digital marketing not only helps businesses survive in a saturated market but also empowers them to grow and contribute to regional economic development.

Empowering Lampung MSMEs Through Digital Transformation

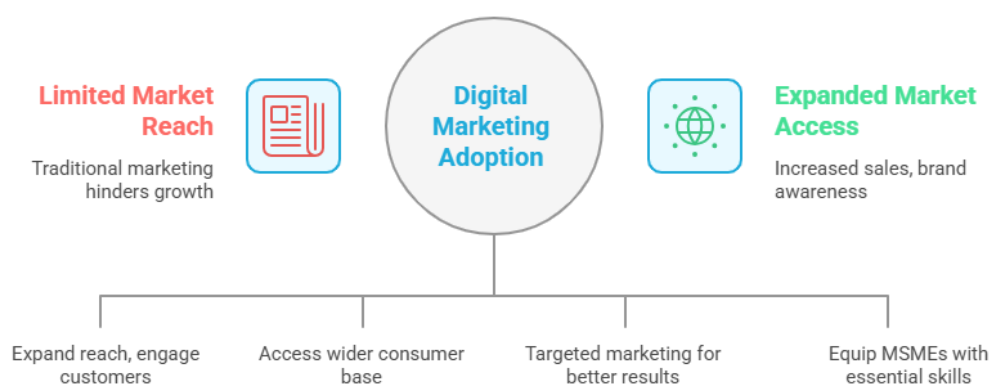


Figure 1. Framework Digital Marketing Product

Innovation Packaging Solution of Enhancing Economic Potential of Micro, Small and Medium Enterprises (MSMEs) in Lampung Province

Alongside digital marketing, innovative product packaging has emerged as a vital element in improving the economic potential and competitiveness of MSMEs in Lampung. Packaging is now understood not merely as a functional component, but as a core part of brand identity, consumer communication, and market differentiation.

The results of design innovation and training efforts show that visually attractive and culturally integrated packaging helps MSMEs capture customer attention in both online and offline settings. Lampung’s MSMEs have begun incorporating traditional motifs—such as *tapis* patterns, local floral designs, and vibrant ethnic colors—into their packaging. This approach not only elevates aesthetic appeal but also conveys cultural value, allowing products to stand out in crowded marketplaces and justify premium pricing. Products like Lampung coffee, snacks, and handmade crafts now reflect a balance of local heritage and modern branding.

Packaging also plays a critical role as a narrative tool, enabling MSMEs to share the story behind their products. Many entrepreneurs now include short narratives about their production process, the source of their ingredients, or the local communities involved in the product's creation. These storytelling elements help build an emotional connection with consumers and enhance the perceived authenticity of the product, fostering deeper brand loyalty.

Furthermore, informative and transparent labeling on packaging—covering ingredients, nutritional facts, usage directions, and certifications—has become a standard for many MSMEs. This is particularly important in urban and export markets, where consumers demand clarity and assurance regarding product safety and quality. MSMEs that clearly communicate this information are seen as more trustworthy and are better positioned for broader market access.

Sustainability has also become an emerging theme in packaging development. Several MSMEs in Lampung have begun adopting eco-friendly packaging solutions, such as biodegradable materials, recycled paper, and natural wraps like banana leaves. These choices align with global consumer trends and reflect the environmental awareness of the MSMEs. In some cases, eco-conscious packaging has enhanced brand image and attracted environmentally conscious customers, helping position MSMEs as socially responsible businesses.

From a logistical perspective, durable and transport-friendly packaging has improved the efficiency of distribution. Products that are securely packaged are more likely to arrive in good condition, especially when sold through e-commerce channels. This reduces customer complaints, minimizes returns, and boosts customer satisfaction. In businesses exporting goods or delivering across provinces, good packaging design directly affects product integrity and business reputation.

Finally, MSMEs that focus on user experience through packaging—such as including thank-you cards, small gifts, or reusable containers—have reported increased customer retention. These small details significantly influence the consumer's emotional experience, increasing the chances of repeat purchases and word-of-mouth recommendations.

Despite these advancements, MSMEs still face challenges such as limited access to premium packaging materials and lack of design expertise. However, the visible impact of improved packaging on product value, sales performance, and brand reputation underscores the importance of continued support and capacity-building programs in this area.



Figure 2. Example Packaging Product

Discussion

Digital Marketing Enhancing Economic Potential of Micro, Small and Medium Enterprises (MSMEs)

The findings clearly illustrate that digital marketing has become a key driver in enhancing the economic potential of MSMEs in Lampung Province. The adoption of digital platforms has allowed MSMEs to transcend traditional geographic and economic limitations, offering them access to national and international markets. This aligns with Khwarazmita & Churiyah, who affirm that the development of information and communication technology has enabled MSMEs to utilize digital channels as effective tools for promotion and marketing²³.

The transition from conventional to digital marketing strategies is evident in the utilization of social media platforms such as Instagram, Facebook, and TikTok, as well as digital marketplaces like Tokopedia, Shopee, and Lazada. These platforms have facilitated not only market expansion but also operational efficiency. The example of Lampung's superior products—such as *tapis* fabric and robusta coffee—being marketed online and even exported, confirms that digital marketing directly supports market reach and competitiveness²⁴.

²³ Khwarazmita and Churiyah, "Empowering Female Leadership and Cultivating a Digital Mindset: Enhancing Indonesia's Jamu MSMEs through Strategic SWOT Analysis."

²⁴ Ery Teguh Prasetyo et al., "Training and Assistance on Packaging, Labeling, and Online Marketing for MSMEs," *Asian Journal of Community Services* 2, no. 6 (2023): 467–472.

Furthermore, the cost-effectiveness of digital promotion has been a significant advantage for MSMEs. As noted by Magdalena et al., MSMEs in Lampung have managed to implement low-cost strategies by utilizing social media for free promotions and paid digital advertising tools like Google Ads and Facebook Ads at affordable rates. This shift enables MSMEs with limited marketing budgets to remain visible and competitive²⁵.

Another important dimension is the increased brand awareness created through creative content strategies. By sharing product processes or cultural stories through digital channels, MSMEs can engage consumers more deeply. According to Nurhayati et al., such practices enhance consumer recognition and build brand identity, increasing the likelihood of product recall and purchase²⁶.

Moreover, digital platforms foster two-way communication, strengthening the relationship between businesses and their customers. MSMEs can respond directly to feedback through comments or messages, enabling more responsive service and higher customer satisfaction. This dynamic interaction contributes to the refinement of products and services, which ultimately supports brand loyalty.

Nevertheless, the digital transformation also poses challenges. As emphasized by Maulana, one of the main obstacles for MSMEs in Lampung is the relatively low level of digital literacy. Many business owners are unfamiliar with digital tools, highlighting the urgent need for training and mentoring programs. Moreover, infrastructural issues, such as limited internet access in rural areas, further hinder inclusive digital adoption²⁷.

Despite these challenges, the financial benefits of digital marketing are apparent. With more targeted outreach, businesses are able to convert interest into transactions more efficiently. Ananda (2022) highlights the increased revenue experienced by MSMEs using food delivery apps and e-commerce platforms, suggesting that digital tools not only increase exposure but also drive sales and help MSMEs contribute to regional economic growth²⁸.

²⁵ M Magdalena et al., "Dynamics of Innovation in Education and Local Economy: A Study on Creative Learning and Empowerment of Small Businesses in Pasir Jambu Sukaraja Bogor Village," *Asian Journal of Community Services* 3, no. 1 (2024): 157–164.

²⁶ S Nurhayati et al., "Digital Marketing Literacy for Marginalized Society to Improve Economic Empowerment" (2020).

²⁷ F R Maulana, "From Traditional to Digital: Exploring the Online Marketing Transformation of Culinary Micro, Small, and Medium Enterprises (MSMEs) in Karawang, Indonesia," *Open Access Indonesia Journal of Social Sciences* 7, no. 5 (2024): 1773–1788.

²⁸ Y P Ananda, "Building and Communicating Brands by Micro, Small, and Medium Enterprises (MSMEs) in Indonesia," *Journal of Economic Empowerment Strategy (JEES)* 5, no. 2 (2022).

Innovation Packaging Solution of Enhancing Economic Potential of Micro, Small and Medium Enterprises (MSMEs)

Alongside digital marketing, packaging innovation has also been identified as a critical factor in increasing the economic potential of MSMEs in Lampung. The role of packaging is no longer limited to physical protection, but has evolved into a vital component of brand identity, marketing communication, and consumer perception. Agustini Karta et al. assert that packaging significantly influences competitiveness, particularly in sectors such as food, traditional crafts, and agricultural products²⁹.

The visual appeal of packaging was shown to be a decisive factor in attracting consumer attention. Packaging that reflects the authenticity and uniqueness of Lampung products—through creative and culturally inspired designs—helps MSMEs stand out in the marketplace. As observed in the case of robusta coffee and traditional snacks, visually striking packaging enhances product positioning and can justify premium pricing³⁰.

Moreover, packaging acts as a storytelling medium that expresses the cultural identity of the product. Many MSMEs integrate regional motifs and narratives into their packaging, creating emotional bonds between the product and the consumer. Respatia et al. affirm that such practices foster pride in local heritage and distinguish MSMEs as authentic and community-rooted businesses³¹.

Packaging also plays a communicative function by providing clear and trustworthy information. The inclusion of product details such as ingredients, nutritional facts, usage instructions, and halal certification builds consumer trust—particularly among urban and health-conscious customers. As noted by Susanti et al., professional and transparent labeling supports regulatory compliance and facilitates entry into wider and export markets³².

Environmental sustainability is another emerging theme. In response to global demands for eco-friendly practices, some MSMEs in Lampung have begun shifting to biodegradable and recyclable packaging. Examples include the use of

²⁹ N L P Agustini Karta et al., "Adoption and Implementation of an Inclusive Business Integration Model in the Packaging of Tourist Villages in Western Bali, Indonesia," *Smart Tourism* 4, no. 2 (2024): 2436.

³⁰ A Sucipto, N Afidah, and M Amar, "Digital Marketing Strategies to Enhance Multi-Player Effects for the Welfare of Smoked Fish SMEs," *NJCEE: Nusantara Journal of Community Engagement and Empowerment* 1, no. 1 (2023).

³¹ W Respatia et al., "The Role of Marketing Strategy in the Success of Knit Bag SMEs: A Case Study of Audy Handmade," *South Asian Journal of Social Studies and Economics* 21, no. 7 (2024): 215–223.

³² E Susanti, R Y Mulyanti, and L N Wati, "Systematic Literature Review: Enhancing Performance of Women MSMEs Through Competitive Advantage Based on Digital Transformation and Innovation" (2023): 25–61.

recycled paper and natural materials such as banana leaves. According to Diana et al., these practices not only reduce environmental impact but also strengthen brand image among environmentally conscious consumers³³.

The role of packaging in logistics is also critical. Durable and well-structured packaging ensures that products maintain their quality during distribution, reducing the risk of damage and customer complaints. This is particularly relevant for export-oriented businesses, where product safety during shipping is paramount³⁴.

Packaging also influences consumer experience and retention. Personalized packaging and thoughtful touches, such as small gifts or thank-you notes, can create memorable unboxing experiences. As Sri Yulianti et al. highlight, such details increase customer loyalty and generate positive word-of-mouth, which are essential in a highly competitive marketplace³⁵.

Nonetheless, the study found that challenges remain, including limited access to quality packaging materials and a general lack of design knowledge among small-scale business owners. Zaenal Asikin et al. (2024) emphasize the need for support from government and educational institutions in providing access to affordable materials and design training to address these limitations³⁶.

Innovative packaging plays a multifaceted role in shaping product identity, consumer trust, and market access. By combining cultural storytelling, environmental awareness, and practical functionality, packaging has become a strategic tool for MSMEs in Lampung to enhance their market competitiveness and economic resilience.

Conclusion

The conclusion of this community service is that empowering community SMEs in Lampung Province can be a key strategy in enhancing local economic potential through the implementation of digital marketing and product packaging

³³ E Diana et al., "Enhancing MSMEs Based on Social and Digital Capital: Collaborative Initiatives of Women and Youth in Karanganyar Village, Central Java," 2024.

³⁴ M Faizin and S Hasan Wahid, "Assistance in Packaging Innovation and Licensing for Small and Medium Enterprises and Young Entrepreneurs at IAIN Ponorogo," *Jurnal Ilmiah Pendidikan Asia* 2, no. 2 (2022): 1–19.

³⁵ Yulianti et al., "Empowerment through Digital Marketing Strategy: One-Time Entrepreneur Micro Application on Social Media in Mekar Jaya Village, Sukmajaya District, Depok City."

³⁶ Zaenal Mustaqim, Abas Mansur Tamam, and Imas Kania Rahman, "Strategi Pusaka Sakinah Dalam Menjawab Tantangan Ketahanan Keluarga Dalam Permasalahan Pernikahan Dini" 14, no. 2 (2021): 133–142, <http://ejournal.uika-bogor.ac.id/index.php/TAWAZUN/article/download/4116/2788>.

innovation. By utilizing digital technology, such as social media and e-commerce platforms (Shopee, Tokopedia, Lazada, Instagram, TikTok, etc.), SMEs can significantly expand their market reach, both locally and nationally. Additionally, innovation in product packaging has the potential to increase product value, attract more consumers, and strengthen brand identity. This service emphasizes the importance of education, training, and collaboration among SME communities to effectively adopt technology and modern marketing strategies. With the consistent application of these strategies, SMEs in Lampung will not only be able to compete in an increasingly competitive market but also contribute to sustainable regional economic growth.

Acknowledgements

We extend our deepest gratitude to the local government of South Lampung for their invaluable support and collaboration in facilitating the successful implementation of this community service program. Their commitment to empowering Micro, Small, and Medium Enterprises (MSMEs) in Lampung Province has been instrumental in achieving our objectives. We also wish to express our heartfelt appreciation to UIN Raden Intan Lampung for providing the necessary grant funding to carry out this community service initiative. This support has enabled us to engage with MSME entrepreneurs in South Lampung, delivering impactful interventions that address key challenges in digital marketing, and product packaging. This program would not have been possible without the cooperation and enthusiasm of the MSME entrepreneurs, whose participation and dedication have been pivotal in making this initiative a success. We are honored to have contributed to the development of MSMEs in Lampung Province and hope this program will continue to benefit the local economy and community.

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- Akpan, I J, E A P Udoh, and B Adebisi. "Awareness and Adoption of Advanced Technologies by Small Businesses in Emerging and Developing Markets: Lessons from the COVID-19 Pandemic." *Journal of Small Business and Entrepreneurship* 34, no. 2 (2022): 123–140.
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