Mitra Mahajana: Jurnal Pengabdian Masyarakat 7(1), 2026, 149-157
ISSN 2747-1861 (print), ISSN 2747-187X (online)
https://doi.org/10.37478/mahajana.v7i1.7732 **mahajana@uniflor.ac.id**
Available online at: https://e-journal.uniflor.ac.id/index.php/mahajana/7732

UTILIZATION OF SOCIAL MEDIA-BASED HYPERLOCAL MARKETING TO INCREASE BRAND AWARENESS OF MSMEs IN DAUH PURI KAUH VILLAGE

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Received: 01/03/2026 *Revised: 25/03/2026* *Accepted: 01/04/2026*

Abstract*. This community service program was initiated in response to the limited utilization of social media as a promotional tool among MSMEs at Pasar Banjar Sumuh, Dauh Puri Kauh Village, despite strong local market potential. The program aimed to enhance brand awareness and digital competencies of MSME actors through the implementation of social media–based hyperlocal marketing strategies. A total of 10 MSMEs were involved in the initial assessment, with 8 businesses (80%) lacking active business accounts and location-based promotional knowledge. The implementation stages included field surveys, interviews, content planning, branding video production, banner installation, and publication through Instagram Reels and TikTok. Evaluation was conducted using pre-test and post-test Likert-scale questionnaires, social media engagement metrics, and sales data analysis. The results indicated a 65% increase in digital marketing understanding among participants after mentoring. The published promotional video generated 1,311 views, 73 likes, 8 shares, and 7 comments. In addition, the average number of daily customers increased from 25 to 35 (a 40% increase). The findings demonstrate that community- and location-based video content effectively strengthens brand identity and improves local consumer engagement. In conclusion, hyperlocal marketing strategies significantly enhanced MSME visibility, digital competence, and brand awareness at the local level. Follow-up actions include continuous mentoring, advanced content performance analysis training, and collaborative digital promotion among MSMEs and village stakeholders to ensure sustainability.*

Keywords: *brand awareness, hyperlocal marketing, MSMEs, social media*

Abstrak. Kegiatan pengabdian kepada masyarakat ini dilatarbelakangi oleh masih terbatasnya pemanfaatan media sosial sebagai sarana promosi oleh pelaku UMKM di Pasar Banjar Sumuh, Desa Dauh Puri Kauh, meskipun memiliki potensi pasar lokal yang kuat. Program ini bertujuan meningkatkan *brand awareness* serta kompetensi digital pelaku UMKM melalui penerapan strategi *hyperlocal marketing* berbasis media sosial. Sebanyak 10 UMKM terlibat dalam tahap awal, dengan 8 UMKM (80%) belum memiliki akun bisnis aktif dan belum memahami promosi berbasis lokasi. Metode pelaksanaan meliputi survei dan observasi, wawancara, perencanaan konten, pembuatan video branding, pemasangan spanduk, serta publikasi melalui Instagram Reels dan TikTok. Evaluasi dilakukan menggunakan kuesioner pre-test dan post-test skala Likert, analisis metrik media sosial, serta data penjualan. Hasil menunjukkan peningkatan pemahaman digital sebesar 65% setelah pendampingan. Video promosi memperoleh 1.311 tayangan, 73 *likes*, 8 *shares*, dan 7 komentar. Rata-rata jumlah pembeli meningkat dari 25 menjadi 35 orang per hari atau naik 40%. Temuan ini menunjukkan bahwa konten berbasis lokasi dan komunitas efektif dalam memperkuat identitas merek dan meningkatkan keterlibatan konsumen lokal. Kesimpulannya, strategi *hyperlocal marketing* berbasis media sosial mampu meningkatkan visibilitas, kompetensi digital, dan *brand awareness* UMKM secara signifikan. Tindak lanjut yang disarankan meliputi pendampingan berkelanjutan, pelatihan analisis performa konten, serta kolaborasi promosi digital antara pelaku UMKM dan pemerintah desa untuk menjaga keberlanjutan program.

Kata Kunci: kesadaran merek, media sosial, pemasaran hiperlokal, UMKM

How to Cite: Devi, N. P. M. A., Wardani, K. D. K. A., Gorda, A. A. N. E. S. & Putri, D. A. P. A. G. (2026). UTILIZATION OF SOCIAL MEDIA-BASED HYPERLOCAL MARKETING TO INCREASE BRAND AWARENESS OF MSMEs IN DAUH PURI KAUH VILLAGE. *Mitra Mahajana: Jurnal Pengabdian Masyarakat, 7*(1) 149-157. doi: https://doi.org/10.37478/mahajana.v7i1.7732

INTRODUCTION

Technological developments driven by innovation and scientific advancement have opened up new opportunities in various sectors, including trade and community-based businesses. Digital transformation encourages business actors to utilize online platforms as a means of promotion, communication, and market expansion (Alviani & Munawaroh, 2025). In

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this context, Micro, Small, and Medium Enterprises (MSMEs), as the main pillar of the national economy, face challenges as well as opportunities to adapt to the increasingly competitive digital ecosystem (Evanita & Fahmi, 2023). This shows that the use of digital media is a crucial factor in increasing the competitiveness of small businesses, in line with the findings of the Digital 2024 Global Overview report, which states that more than half of the world's population actively uses social media as a means of interaction and information consumption (Azizah et al., 2025).

This phenomenon is also reflected in Indonesia, where the dominant MSME sector, which contributes more than 60% of the national GDP by 2025 and employs millions of workers, is required to optimize the use of digital technology to survive and thrive amidst technology-based economic disruption. Despite the increasing number of entrepreneurs and digital innovations, Hidayatulloh et al. (2025) state that many MSMEs still have not maximized digital technology, especially in marketing strategies and strengthening brand identity, resulting in local products often being less well-known to the wider public. This condition is also seen in MSMEs in Dauh Puri Kauh Village, especially in Banjar Sumuh Market, most of whom have potential products but are not supported by a targeted and sustainable digital marketing strategy. Initial observations at Banjar Sumuh Market showed that of the 10 MSMEs interviewed, 8 did not have a digital identity in the form of an active business account, and did not understand location-based promotional strategies. This condition results in low product visibility at the local level despite having strong market potential geographically and socially.

Limited digital literacy, minimal strategic use of social media features, and a lack of understanding of location-based marketing techniques are the main challenges that impact low product brand awareness at the local level (Simanungkalit & Nawawi, 2025). In fact, geographical and social proximity to surrounding consumers presents a significant opportunity that can be utilized through a more contextual marketing approach that is relevant to the character of the local community (Banerjee & Quinn, 2022). This problem indicates a gap between local market potential and business owners' digital marketing capabilities. A hyperlocal marketing approach, however, allows for more targeted promotions by leveraging community proximity and geographic location (Okonkwo et al., 2023). This strategy is relevant to the characteristics of the Dauh Puri Kauh community, which has high social interaction in traditional market environments. One strategy considered effective in addressing this need is social media-based hyperlocal marketing, a marketing approach that targets consumers in a specific geographic area so that promotional messages are more aligned with the needs and habits of the surrounding community (Amanah & Yuliana, 2025).

Utilizing platforms such as Instagram and TikTok allows MSMEs to reach local consumers more effectively through personalized, informative, and community-based content (Panggabean, 2025). Several previous studies have shown that targeted use of social media can increase brand visibility, strengthen customer relationships, and drive purchasing decisions. While hyperlocal strategies can build emotional closeness between businesses and consumers by leveraging social networks and local culture (Rosyidi et al., 2025).

Based on these problems and potentials, this community service activity was carried out with the aim of improving the understanding and skills of MSMEs in Dauh Puri Kauh Village in utilizing social media as a hyperlocal marketing tool to strengthen their product brand awareness. This activity also supports the achievement of SDG 8 (Decent Work and Economic Growth) by strengthening the capacity of MSMEs, as well as SDG 9 (Industry, Innovation, and Infrastructure). Through training, mentoring, and hands-on practice, MSMEs are expected to be able to develop content strategies that are appropriate to the characteristics of the local market, optimize social media features, and build a more consistent and competitive brand identity (Okonkwo et al., 2023). Thus, this activity is expected to encourage the formation of a community-based digital marketing ecosystem that is adaptive to technological developments and sustainable in supporting the strengthening of MSMEs at the village level (Diniati et al., 2024).

METHOD

The implementation method for this community service activity was designed in stages and systematically to address the problem of low utilization of social media as a marketing tool for MSMEs in Dauh Puri Kauh Village. The initial stage was carried out through a survey and field observation in the Banjar Sumuh Market area to obtain a real picture of the condition of partners, the types of businesses run, promotional patterns that have been implemented, and the level of social media utilization by MSMEs. This activity was carried out using a participatory approach through short interviews, direct observation of trading activities, and visual documentation to identify the needs and potential of digital-based marketing (Baharuddin et al., 2022). The results of the observations became the basis for formulating program plans relevant to the characteristics of the local market and the capabilities of local business actors.

The next stage is planning a hyperlocal marketing-based digital promotion program, which includes developing content concepts, determining promotional messages, and selecting appropriate social media platforms, such as Instagram and TikTok, for the official community service account of Dauh Puri Kauh Village. At this stage, the community service team coordinates with MSMEs to determine the products to be promoted, the visual style, the language used, and the effective publication time (Setyowati & Widiantoro, 2024). The language used in the content is adapted to the characteristics of the local community, namely communicative, simple, and easy to understand, so that the promotional message can be well received by target consumers around the village area (Jayanti & Priyanata, 2024). The production process is carried out through recording promotional videos at business locations and market areas, taking product photos, and compiling promotional narratives that highlight product advantages and closeness to the local community.

The implementation phase involved installing banners and publishing promotional video content on social media platforms dedicated to community service in Dauh Puri Kauh Village. The resulting content showcased the MSMEs' locations, the items they sold, and encouraged the public to support local products. The entire production process utilized simple and accessible tools, such as mobile phone cameras, tripods, and video editing applications like CapCut, to enhance the visual quality and design of the content (Hresnawanza & Andi, 2025). Publication was conducted on a schedule to optimize and consistently reach the campaign. After the content was published, an evaluation phase was conducted by monitoring audience response through social media indicators, such as the number of views, interactions (likes, comments, and shares), and increased visits or interest in the promoted MSME products (Sari et al., 2026).

Evaluation instruments included a simple Likert-scale questionnaire to measure changes in digital literacy (before and after), as well as descriptive statistical analysis of social media metrics such as the number of views, likes, comments, and shares. Data were analyzed quantitatively (percentage increase) and qualitatively (partner and consumer responses). The evaluation results were then used as a basis for reflection and improvement of digital promotion strategies for MSMEs in Dauh Puri Kauh Village to ensure sustainable social media utilization. The stages of the MSME digital promotion process are shown in Table 1 and Figure 1.

Table 1. *Activity implementation schedule*

Date Activity	Type Activity	Place Implementation
January 19, 2026	MSME Survey	Banjar Sumuh Market
January 22, 2026	Interview with business owner	Banjar Sumuh Market
January 27, 2026	Banner installation	Banjar Sumuh Market
January 28, 2026	branding videos with MSME owners	Banjar Sumuh Market
February 12, 2026	Publishing videos on Instagram reels and TikTok	Banjar Sumuh Market

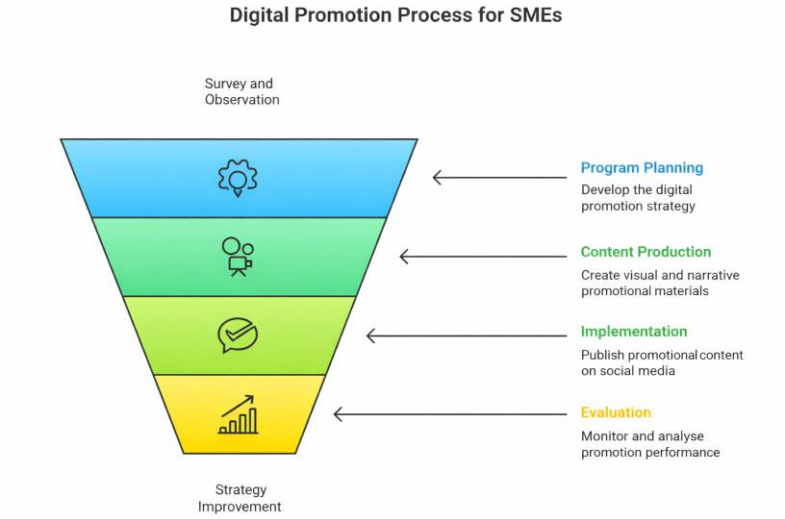


Figure 1. *Flow of stages of the MSME promotion process*

RESULT AND DISCUSSION

This community service activity was conducted at Banjar Sumuh Market, Dauh Puri Kauh Village, with a focus on increasing the use of social media as a hyperlocal marketing tool for MSMEs. The initial phase began on January 19, 2026, through a field survey to map the initial conditions of business operators. We conducted direct observations of trading activities, product types sold, and promotional strategies used. The initial response from MSMEs was enthusiastic, but business owners still relied on conventional promotions, such as direct sales and recommendations from loyal customers.



Figure 2. *Condition of the Banjar Sumuh market*

On January 22, 2026, brief interviews were conducted with business owners to assess their understanding of social media. The interviews revealed that MSMEs lacked social media accounts due to a limited understanding of their use. On January 27, 2026, banners were installed to strengthen their business identity offline. This activity also served as an introduction to digital promotional strategies. On January 22, 2026, brief interviews were conducted with business owners to assess their understanding of social media. The interviews revealed that MSMEs lacked social media accounts due to a limited understanding of their use. On January 27,

2026, banners were installed to strengthen their business identity offline. This activity also served as an introduction to digital promotional strategies.



Figure 3. *The process of making a branding video at Banjar Sumuh Market*

The branding video was created with MSME owners at their business locations. The content featured products, business locations, and interactions between sellers and buyers to emphasize their close relationship with the local community. The content was published on February 12, 2026, via Instagram Reels and the TikTok account for the Dauh Puri Kauh Village community service program. MSMEs responded positively, as the content was deemed effective in introducing their products to a wider audience.

Survey results indicate that most MSMEs have not yet optimally utilized social media. Promotion is still dominated by offline methods, while the use of digital features such as promotional videos is still limited. After mentoring and content production, promotional videos were published on Instagram and TikTok. The results of the activity indicate that a social media-based hyperlocal marketing strategy is effective in increasing MSME brand awareness at the local level. This is in line with research stating that consistent use of social media can increase brand visibility and expand the reach of local consumers (Putri et al., 2024). Furthermore, research on the use of social media for MSME promotion shows that community-based visual content can build emotional closeness with consumers (Meinarto, 2025).

In the context of hyperlocal marketing, the use of community-based content has been shown to increase the relevance of promotions to the needs of the surrounding community (Santoso et al., 2021). This reinforces local marketing theory, which emphasizes the importance of geographic and social proximity between businesses and consumers. The results of this activity address the objectives stated in the introduction, namely to improve the understanding and skills of MSMEs in utilizing social media as a promotional tool (Rashid & Abdullah, 2026). The mentoring provided not only improves the technical capabilities of business actors but also builds awareness of the importance of brand identity and content consistency (Zahrosa et al., 2024).

This activity has a positive impact on increasing awareness among MSMEs regarding the importance of digital marketing. Businesses are beginning to understand that social media can be an effective and affordable promotional tool to reach local consumers (Khanom, 2023). Furthermore, the local community is also becoming familiar with MSME products through published digital content. From a sustainable development perspective, this activity supports the objectives of the Sustainable Development Goals (SDGs), specifically SDG 8 (Decent work and economic growth, through strengthening the capacity of MSMEs), SDG 9 (Innovation and infrastructure, through the use of digital technology), and SDG 11 (Sustainable cities and communities, through strengthening community-based local economies) (Tohari et al., 2025).

Table 2. *Comparison of MSME conditions before and after implementing hyperlocal marketing*

Indicator	Before Program	After Program	Presentation Change
Average number of buyers per day	No content (0 *views*)	35 people/day	Up 40%
Number of *views* of promotional content	0	1,311 views (Instagram & TikTok)	Content starts to reach audiences
Number of *likes*	0	73 *likes*	Increased quite significantly
Number of *shares*	0	8 *shares*	Content is shared organically
Number of comments/interactions	0	7 comments	Two-way communication occurs

The table shows a significant increase after implementing a social media-based hyperlocal marketing strategy. Before the program, partners did not have digital promotional content, so there was no social media performance data. After publishing the branding video via Instagram Reels and TikTok, the content received 1,311 views, 73 likes, and 8 shares, indicating local audience interest and engagement. In terms of sales, the average number of buyers increased from 25 to 35 per day, an increase of approximately 40%. This also indicates that the published content was able to drive purchasing interest and expand local market reach. This confirms that the hyperlocal marketing strategy is effective in increasing business visibility while also increasing visits and consumer interaction (Vidhya et al., 2025).

This digitalization can also help MSMEs develop their businesses not only offline but also online, increasing their confidence in promoting products digitally and their desire to continue their social media-based marketing strategies independently (Sawunggaling, 2025). Thus, this activity can be considered successful in achieving the goal of increasing MSME brand awareness through the use of social media-based hyperlocal marketing (Supriyadi & Ramadhan, 2025). The results of the activity also revealed that video branding significantly strengthens the business identity of prayer equipment vendors (Mayasari et al., 2025). Videos showcasing neat product displays, the process of making or arranging offerings, the atmosphere of market stalls, and direct explanations from vendors about the types and functions of ceremonial equipment proved more engaging than simple photos (Zulianto, 2024). This more vibrant visual content helps build a more professional, trustworthy, and responsive business image. Video branding not only enhances promotional appeal but also clarifies the business's character as a provider of comprehensive and high-quality prayer equipment (Tsaruk, 2025).

In terms of competency achievement, there has been a marked change in partners. In the early stages, some traders lacked awareness of the importance of brand identity and digital aesthetics (Yi & Park, 2024). Social media was used simply, without paying attention to lighting, product neatness, colour consistency, or the use of location features. After undergoing mentoring, traders began to understand that digital content aesthetics play a significant role in building trust and consumer appeal (Holliman & Rowley, 2014; Hollebeek & Macky, 2019). They learned to organize products before recording or photographing, use better lighting, include market locations, and craft informative and polite narratives that reflect the character of the local community. These changes demonstrate a shift from being unaware of the importance of branding to a more mature understanding of branding and visual consistency as part of a marketing strategy (Kobets et al., 2024). This achievement aligns with the program's goal of improving merchants' ability to manage social media as an effective promotional tool while simultaneously strengthening their business's brand awareness locally (Sibagariang et al., 2025). The mentoring not only improved technical skills in content creation but also fostered a new mindset that a business's identity needs to be consistently displayed to be easily recognized by both existing customers and potential new buyers (Masnawati et al., 2022).

CONCLUSION

A community service activity focused on implementing a social media-based *hyperlocal marketing strategy* for prayer equipment vendors in the Dauh Puri Kauh Village market demonstrated positive results in increasing the marketing capacity and awareness of partners. Through initial surveys, needs identification, technical assistance, content production, and digital publication, the vendors began to understand that social media is not just a means of sharing information but a strategic tool for strengthening business identity within the market and the surrounding community. A location-based approach is highly relevant because consumers of prayer equipment generally come from communities around the market with social, cultural, and spiritual ties. By utilizing content that highlights the availability of ceremonial facilities, product availability, and easy access to the market location, business visibility increases and the public more easily recognizes and remembers their store.

As a follow-up, ongoing mentoring is needed to enable traders to manage their social media accounts independently and consistently. Follow-up programs could include training on regular content planning leading up to religious holidays, seasonal promotional strategies, and simple analysis of post-performance (views, interactions, and customer responses). Furthermore, collaboration among traders in creating market-based joint promotions can expand marketing reach and strengthen the market's image as a complete centre for prayer equipment. With program continuity and strong synergy between traders, market managers, and village government, it is hoped that business actors will be able to increase their competitiveness and optimally utilize digital technology to support sustainable local economic growth.

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