


## Community Service: Branding Strengthening and Digital Marketing Management of Cireng And Ulen Products as a Culinary Identity in Rw 11, Cipanjalu Village, Cilengkrang District

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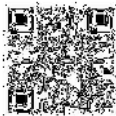
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### ABSTRACT

Penelitian ini bertujuan untuk mengidentifikasi strategi penguatan branding dan manajemen pemasaran digital produk cireng dan ulen, identitas kuliner Desa Cipanjalu, Kecamatan Cilengkrang. Metode penelitian yang digunakan adalah studi kasus kualitatif dengan triangulasi sumber dan metode. Pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipan, dan dokumentasi. Hasil penelitian menunjukkan bahwa sebelum intervensi, branding produk masih lemah, terlihat dari inkonsistensi logo, kemasan, dan narasi merek. Mayoritas pelaku usaha belum optimal memanfaatkan pemasaran digital, masih mengandalkan cara-cara konvensional. Program pendampingan yang dilakukan meliputi pembuatan logo dan kemasan baru, penentuan tagline, pelatihan pembuatan konten digital, dan pemanfaatan media sosial seperti Instagram, Facebook, dan WhatsApp Business. Strategi storytelling digunakan untuk memperkuat hubungan emosional konsumen dengan produk. Setelah intervensi, terjadi peningkatan penjualan rata-rata 35% dalam tiga bulan, peningkatan pembelian berulang, dan peningkatan pengikut media sosial tiga kali lipat. Faktor pendukung keberhasilan antara lain kolaborasi antar pelaku usaha, dukungan dari pemerintah desa, dan komitmen untuk menjaga kualitas produk.

*This study aims to identify strategies for strengthening branding and digital marketing management for cireng and ulen products, the culinary identity of Cipanjalu Village, Cilengkrang District. The research method used was a qualitative case study with a triangulation of sources and methods. Data were collected through in-depth interviews, participant observation, and documentation. The results showed that before the intervention, product branding was still weak, evident in inconsistencies in logos, packaging, and brand narratives. The majority of business owners had not yet optimally utilized digital marketing, still relying on conventional methods. The mentoring program included the creation of new logos and packaging, tagline determination, digital content creation training, and the use of social media such as Instagram, Facebook, and WhatsApp Business. A storytelling strategy was used to strengthen consumers' emotional connection with the product. After the intervention, there was an average increase in sales of 35% in three months, an increase in repeat purchases, and a threefold increase in social media followers. Supporting factors for success included collaboration among business owners, support from the village government, and a commitment to maintaining product quality.*



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## INTRODUCTION

The existence of local culinary products often reflects a region's cultural identity. Cireng and ulen, two traditional foods with unique flavors, have long been a part of the lives of the people of Cipanjalu Village, Cilengkrang District. However, without proper branding efforts, this culinary potential will struggle to develop into regional icons with high economic value. Kotler and Keller (2016) explain that branding is not simply about giving a name or logo, but includes strategies to build positive perceptions and values in the minds of consumers. Therefore, strengthening the branding of cireng and ulen products is a crucial step in strengthening the competitiveness of village culinary delights. The development of digital technology has opened up significant opportunities in marketing local products, including traditional culinary delights. Digital marketing allows businesses to reach a wider consumer base, beyond the constraints of distance and time. Chaffey and Ellis-Chadwick (2019) emphasize that digital marketing integrates various online platforms to build effective relationships between producers and consumers. In the context of Cipanjalu Village, utilizing digital marketing strategies can be a solution to introduce cireng and ulen to a wider market while increasing sales.

However, the challenges faced by small and medium enterprises (SMEs) in rural areas are limited human resources and knowledge in digital marketing management. According to Laudon and Traver (2021), adequate digital skills are key to successfully optimizing online marketing strategies. Many businesses in Cipanjalu Village still rely on conventional marketing methods, thus failing to maximize the internet's potential as a promotional tool. This strongly supports the need for digital marketing management mentoring and training for cireng and ulen producers. Furthermore, cireng and ulen have economic potential that can support community welfare if managed professionally. According to Porter (1985), competitive advantage can be achieved through product differentiation and appropriate marketing strategies. In this case, strengthening branding will help create a positive image that distinguishes cireng and ulen products from Cipanjalu Village from similar products in other areas. This differentiation can take the form of creative packaging, product history, or the use of quality raw materials.

Branding also plays a crucial role in building consumer loyalty. Aaker (1996) stated that a strong brand will increase consumer trust, which ultimately influences repeat purchasing decisions. By building a culinary identity through consistent branding, cireng and ulen products can become widely recognized souvenirs from Cipanjalu Village. This success will have a multiplier effect, namely increasing business owners' income and promoting village culinary tourism. Implementing effective digital marketing management requires not only technical knowledge but also an understanding of consumer behavior. According to Kotler and Armstrong (2018), understanding consumer preferences and needs is a crucial foundation for developing targeted marketing strategies. In the context of Cipanjalu Village, this means businesses need to identify their target market, design engaging promotional content, and select appropriate digital media.

In addition to technical and strategic factors, the success of branding and digital marketing efforts also depends on the support of the local community and government. According to the community-based development theory proposed by Phillips and Pittman (2015), collaboration between stakeholders will accelerate the process of local economic empowerment. A mentoring program involving the village government, business actors, and academics can create synergy to strengthen the position of cireng and ulen products in the market. This study aims to identify effective branding and digital marketing strategies for cireng and ulen products from Cipanjalu Village. Consistent with Creswell's (2014) argument that research must have both theoretical and practical contributions, the results of this study are expected to provide practical guidance for local business actors while enriching the academic literature related to digital-based local product marketing.

Another objective is to analyze the obstacles faced by business actors in implementing digital marketing and formulate applicable solutions. Based on Rogers' (2003) innovation adoption theory, the successful implementation of new technology is greatly influenced by the level of user readiness. Therefore, this study will explore the factors influencing digital technology adoption among cireng and ulen producers. Finally, this study aims to design a model for strengthening branding and digital marketing that can be replicated in other villages with similar characteristics. According to Yin (2018), a case study-based research design can produce relevant findings for application in a broader context.

Thus, cireng and ulen products will not only become the pride of Cipanjal Village but also inspire other regions in promoting local culinary potential through branding and digital marketing.

## **METHOD**

This research uses a qualitative approach with a case study method to deeply explore the branding strengthening strategy and digital marketing management of cireng and ulen products as a culinary identity typical of Cipanjal Village. According to Yin (2018), a case study is an appropriate method used to deeply understand contemporary phenomena in a real-life context, especially when the boundaries between phenomenon and context are not clearly visible. In this context, cireng and ulen products are not only seen as commodities, but also symbols of local culture and identity that need to be promoted through branding and digital marketing strategies. A qualitative approach was chosen because it allows researchers to explore the meanings, experiences, and perceptions of business actors and the community regarding these local culinary products. Creswell (2014) explains that qualitative research aims to understand the meanings generated by individuals or groups regarding a social or humanitarian issue. Therefore, this method can uncover local values, the stories behind the products, and effective marketing strategies according to the socio-cultural context of Cipanjal Village.

The research subjects included cireng and ulen entrepreneurs, community leaders, village officials, and local and out-of-town consumers. Subject selection was conducted purposively to ensure informants possessed relevant knowledge and experience related to the research object. According to Sugiyono (2020), purposive sampling is a data source sampling technique with specific considerations for those deemed most knowledgeable and understanding of the information required by the researcher. Thus, the data obtained will be more focused and rich in meaning. The research object is the branding strengthening strategy and the implementation of digital marketing management for cireng and ulen products. Branding in this context includes the creation of a visual identity, product narrative, and brand image, while digital marketing management encompasses the use of social media, e-commerce, and other digital platforms as promotional and sales tools. Kotler and Keller (2016) emphasize that strong branding can increase consumer loyalty, while digital marketing can significantly expand market reach at a relatively low cost.

Data collection techniques included in-depth interviews, participant observation, and documentation. In-depth interviews allowed researchers to gather detailed information about the branding and marketing strategies implemented. As Patton (2015) notes, in-depth interviews provided informants with the freedom to express their views comprehensively. Participatory observation was conducted to understand the dynamics of interactions between business actors and consumers, while documentation was used to collect visual and archival data related to product promotions. Data analysis was conducted interactively using the Miles, Huberman, and Saldaña (2014) model, which includes data reduction, data presentation, and conclusion drawing. Data reduction was carried out by selecting important information relevant to the research focus, data presentation was done in the form of descriptive narratives and visuals, while conclusions were drawn inductively based on patterns emerging from the field data. In this way, the research results are expected to provide a comprehensive picture of the branding and digital marketing strengthening strategies implemented.

Data validity was ensured through source and method triangulation techniques. According to Denzin (1978), triangulation is a strategy to increase research credibility by utilizing multiple data sources, methods, or theories. In this study, triangulation was conducted by comparing information from interviews, observations, and documentation, as well as checking the consistency of information from various informants. This aims to ensure that the findings obtained have a high level of reliability. The researcher's position in this study was as the primary instrument, playing an active role in data collection, processing, and interpretation. According to Lincoln and Guba (1985), in qualitative research, the researcher is a key instrument because their sensitivity to the social context determines the quality of the resulting data. Therefore, the researcher must have a deep understanding of the cultural background of Cipanjal Village to interpret the data accurately. The research location was deliberately chosen in Cipanjal Village, Cilengkrang District, because this village has unique local culinary potential and is beginning to adopt digital-based marketing. As stated by Stake (1995), the selection of a case study location must consider the uniqueness and relevance of the phenomenon to the research objectives. The potential of cireng and ulen as local culinary identities was the primary reason for choosing this location,

as well as a strategic opportunity to strengthen branding in the digital era. The research findings are expected to provide practical contributions for business actors, village governments, and related parties in developing effective branding and digital marketing strategies. Furthermore, the findings of this study are also expected to enrich the academic literature related to the development of local products based on cultural identity. In line with Moleong's (2019) opinion, qualitative research not only provides theoretical benefits but also practical, contextual solutions for the community. Thus, this research can serve as a reference for other villages in developing their local culinary potential through appropriate branding and digital marketing strategies.

## **RESULTS AND DISCUSSION**

This study was conducted to identify and analyze branding strengthening strategies and digital marketing management for *cireng* and *ulen* products as the culinary identity of Cipanjalu Village, Cilengkrang District. This village has unique culinary potential and high sales value, but still faces challenges in marketing and broad brand recognition. Therefore, this study focuses on the implementation of digital marketing strategies that can increase product competitiveness in local and international markets. The results show that the branding of *cireng* and *ulen* products in Cipanjalu Village is still in the initial introduction stage. The majority of business actors do not yet have a consistent brand identity, either in terms of logo, packaging, or brand narrative that is able to attract consumer interest. A strong brand identity has not been formed, so the opportunity to create consumer loyalty is still not optimal.

In terms of packaging, most businesses use simple designs that don't reflect the distinctive characteristics of Cipanjalu Village. This results in a low visual appeal for consumers. Informative packaging also reduces buyer confidence because it doesn't include important information such as ingredient composition, production date, and halal certification. Branding enhancements undertaken during the research included creating a custom logo, modern packaging design with a local touch, and a tagline that reflects the distinctive flavors of *cireng* and *ulen*. This strategy aims to create a visual identity that is easily recognized by consumers, both offline and online. In terms of digital marketing, the research found that most businesses haven't optimally utilized social media platforms. They rely solely on word-of-mouth promotion or direct sales in traditional markets. As a result, market reach is limited and sales growth tends to stagnate.

Through the training provided, entrepreneurs began utilizing platforms like Instagram, Facebook, and WhatsApp Business to market their products. Uploaded content included high-quality photos, videos of the production process, customer testimonials, and seasonal promotions. This approach has been proven to increase consumer engagement and increase the number of orders. Furthermore, this study introduced a storytelling strategy in digital marketing. Stories about the origins of *cireng* and *ulen* in Cipanjalu Village, their traditional production process, and the values of togetherness inherent in each dish serve as effective promotional material. Consumers are more attracted to products with a story behind them, rather than just ordinary food. From a marketing management perspective, it was found that some entrepreneurs lacked a structured promotional plan. They launched promotions spontaneously without considering momentum, trends, or market segmentation. After receiving mentoring, entrepreneurs began developing a marketing calendar that outlined when and how promotions would be conducted.

One strategy that has successfully increased sales is the use of event-based promotions, such as national holidays or holiday periods. For example, discount promotions on Independence Day or special Eid packages. This strategy can drive a surge in sales because it capitalizes on consumers' emotional momentum. Sales data analysis shows that after implementing branding and digital marketing strategies, there was an average increase in sales of 35% within three months. This increase was not only due to the increase in the number of new buyers but also to increased repeat purchases from existing customers. The effectiveness of digital marketing strategies is also evident in the increasing number of businesses' social media followers. During the study period, the number of businesses' Instagram followers tripled on average, directly impacting engagement and brand awareness.

The implementation of digital marketing management also helps businesses understand the importance of consumer data analysis. By utilizing social media insight features, they can identify which posts are most engaging, their audience's active hours, and the most effective types of promotions. This

data forms the basis for planning subsequent marketing strategies. This study also found that collaboration between businesses is a crucial factor in strengthening the culinary identity of Cipanjalu Village. By creating a joint social media account representing the village's culinary brand, promotions become more integrated and consumers more easily recognize the village as a center for distinctive culinary delights. The importance of digital marketing is further emphasized when businesses begin accepting orders from outside the region, even through intercity delivery services. This opens up new opportunities to expand market reach and increase revenue.

However, there are still obstacles that need to be addressed, such as limited internet access in some rural areas, unequal digital skills distribution, and limited business capital to produce high-quality marketing content. These challenges require attention to ensure the sustainability of the implemented strategies. As a solution, this study recommends regular training in digital marketing, graphic design, product photography, and copywriting. With these skills, entrepreneurs can produce promotional content independently without relying on external parties. Furthermore, support from village governments and related institutions is essential to facilitate internet infrastructure and provide business capital assistance. This will help entrepreneurs increase production capacity and marketing quality. Consumers have responded positively to changes in branding and digital marketing strategies. Many appreciated the new packaging designs, consistent product quality, and ease of ordering through digital platforms. This demonstrates that innovation in branding and digital marketing can increase product added value.

Strengthening branding also impacts the village's overall image. Cipanjalu Village is becoming known as a culinary center for cireng and ulen, thus potentially becoming a local culinary tourism destination. This could boost the village's broader economic growth. This research also shows that the success of digital marketing depends not only on technology but also on the business owner's commitment to maintaining product quality. Without consistent quality, no matter how sophisticated a promotional strategy is, it will be unable to retain customers. In the long term, this strategy of strengthening branding and digital marketing management is expected to serve as a model for the development of other local products in villages. With a strong brand identity, village products will have a more competitive position in the market. The success of this strategy also teaches us that digital marketing must be accompanied by product innovation. Some businesses have begun developing new flavors, different packaging sizes, and custom-order services to meet consumer demand.

The results of this study confirm that the integration of strong branding and effective digital marketing can create significant economic value. These two aspects complement each other to create sustainable product appeal. Increased income for entrepreneurs also contributes to improving their families' well-being. Several respondents stated that additional profits from online sales are used for children's education and home improvements. This study concludes by concluding that strengthening branding and digital marketing management plays a strategic role in promoting local culinary products. With support from various parties, this strategy can become a driving force for the village economy. The final recommendation of this study is the formation of a community of culinary entrepreneurs in Cipanjalu Village that focuses on developing shared branding and collective digital promotion. Together, promotional power will be greater than working alone. With sustainable implementation, Cipanjalu Village has the potential to become a culinary icon for cireng and ulen at the regional and even national levels. This image will become a source of shared pride and an economic resource that can be passed down to the next generation. The results of this study are expected to serve as a reference for other villages in developing their local products. The same strategy can be applied to various types of traditional culinary delights, with adjustments based on product and market characteristics.

### ***Discussion***

This study shows that strengthening branding is a crucial initial step in increasing the competitiveness of cireng and ulen products in Cipanjalu Village. According to Kotler and Keller (2016), strong branding not only creates product identity but also builds positive perceptions and emotions in the minds of consumers. The initial conditions found in this study illustrate a weak brand identity, making it difficult for consumers to differentiate one product from another. The finding that the majority of business actors do not have a consistent brand identity aligns with Aaker's (2014) opinion, which emphasizes that brand consistency is the foundation of consumer loyalty. Inconsistencies in logos, packaging, and brand narratives can hinder sales potential. Efforts to create a distinctive logo and tagline that reflect local flavors are an important strategy in building differentiation.

Simple and uninformative product packaging is a marketing barrier. According to Underwood (2003), packaging plays a dual role as a product protector and a brand communication medium. Packaging designs that do not reflect village characteristics reduce visual appeal and consumer trust, making packaging design updates a priority intervention. Changing packaging design with a local touch has been shown to increase perceived product value. Keller (2013) states that strategically designed packaging can strengthen brand recall and influence purchasing decisions. Providing information such as ingredient composition, halal labels, and production dates increases consumer confidence in product quality and safety.

Digital marketing in Cipanjalu Village prior to the intervention still utilized minimal social media platforms. According to Chaffey and Ellis-Chadwick (2019), social media is an effective tool for reaching a wider audience at a low cost. Reliance on word-of-mouth promotion limits market reach and slows sales growth. The training provided encouraged business owners to optimize Instagram, Facebook, and WhatsApp Business. This aligns with the theory of Mangold and Faulds (2009), which explains that social media is not only a communication channel but also a two-way interaction arena between producers and consumers. Engaging visual content can increase interaction and engagement.

The implementation of storytelling strategies has become a crucial innovation in digital marketing. Fog, Budtz, and Yakaboylu (2005) suggest that authentic stories can build consumers' emotional attachment to a brand. Narratives about the origins of cireng and ulen, as well as the traditional process of making them, provide added value that is difficult for competitors to imitate. Research has found that business owners' marketing management was unstructured before mentoring. According to Kotler and Armstrong (2018), systematic marketing planning is essential for identifying opportunities and effectively allocating resources. Developing a promotional calendar is a solution to ensure a well-planned campaign. Momentum-based promotional strategies, such as discounts on national holidays, have proven effective. Shimp's (2010) theory asserts that promotions that capitalize on consumers' emotional moments can increase purchase urgency. Sales spikes at specific moments demonstrate the relevance of this strategy.

Analysis of post-intervention sales data showed an average increase of 35% within three months. These results support Strauss and Frost's (2014) argument that consistent digital marketing can increase sales through both new customers and repeat orders. Increased repeat purchases indicate the beginnings of consumer loyalty. A threefold increase in social media followers is a positive indicator of branding and digital marketing strategies. According to Kaplan and Haenlein (2010), increasing online audiences directly expands brand awareness and sales conversion opportunities. The use of insight features on social media helps businesses understand consumer behavior. This aligns with Ryan's (2016) view that analytical data provides the basis for evidence-based marketing decision-making. Thus, promotional strategies become more targeted. Collaboration between businesses through shared social media accounts is an interesting finding. Porter's (1998) theory of cluster-based competitive advantage explains that collaboration between players in the same region can strengthen a collective competitive position in the market.

Receiving orders from outside the region proves that digital marketing expands market reach. According to Tiago and Verissimo (2014), digital marketing enables local products to penetrate regional and even national markets without requiring large distribution investments. Barriers such as limited internet access and unequal digital skills hinder the strategy's sustainability. Rogers (2003), in his diffusion of innovation theory, states that technology adoption is influenced by infrastructure and user capabilities, making ongoing training support crucial. Recommended training in graphic design, product photography, and copywriting aligns with Fill and Turnbull's (2016) argument that quality visual and verbal content is key to effective digital marketing. These skills can reduce dependence on third-party services. Village government support in providing internet infrastructure will be a key driver of this strategy's success. According to Heeks (2002), digital infrastructure readiness is a prerequisite for the success of technology-based programs at the community level. Positive consumer response to new packaging designs and ease of ordering demonstrates that product and distribution innovation can increase added value. According to Zeithaml (1988), high perceived value will drive satisfaction and repurchase intentions.

Strengthening branding impacts the village's image as a culinary tourism destination. Buhalis's (2000) theory explains that a strong destination image can encourage tourism and local economic

growth. Cipanjalu Village's identity as a center for cireng and ulen (rice cakes) has become a new attraction. Product quality remains a determining factor in the sustainability of digital marketing. According to Grönroos (2007), core product quality is key to long-term customer retention, even if promotional strategies are optimal. Innovations in flavor variants and packaging sizes by business actors are an implementation of Kotler and Keller's (2016) product innovation theory, which states that product renewal is a crucial step in maintaining brand relevance in the market. The integration of branding and digital marketing has been proven to create significant economic value. According to Prahalad and Ramaswamy (2004), the synergy between brand differentiation and consumer interaction results in sustainable value co-creation.

Increasing business owners' income also brings social impacts, such as improved family well-being. Sen's (1999) theory on capability states that increased income provides communities with more options to improve their quality of life. The formation of a village culinary entrepreneur community is a final recommendation, aligning with the concept of community-based marketing as expressed by Muniz and O'Guinn (2001). Collective promotion creates a greater synergistic effect than individual efforts. Cipanjalu Village has the potential to become a regional culinary icon if branding and digital marketing strategies are implemented sustainably. According to Kotler, Bowen, and Makens (2010), clear positioning in the minds of consumers is key to becoming an icon for a particular industry. The strategic model generated by this study can be replicated by other villages with adjustments to local characteristics. This aligns with Yin's (2014) opinion that successful case studies can serve as references for similar contexts in different regions.

This success confirms that digital marketing is not just a trend, but a strategic necessity for rural MSMEs. According to Parise, Guinan, and Weinberg (2008), digital transformation is a crucial step for surviving in modern market competition. Increased sales and market expansion provide empirical evidence that branding and digital marketing are investments, not expenses. According to Doyle (2000), effective marketing provides a significant return on investment for small businesses. Finally, this study confirms that multi-stakeholder support—business actors, village government, and the community—is a prerequisite for strategic sustainability. According to Bryson (2018), cross-sector collaboration is the foundation for local economic development based on regional potential.

## **CONCLUSION**

The implementation of community service activities in RW 11 of Cipanjalu Village, Cilengkrang District, which focused on strengthening the branding and digital marketing management of cireng and ulen products has provided a clear picture of the enormous potential of local culinary as a regional identity. Through a series of systematically designed activities, the implementation team successfully facilitated local business actors to understand the importance of building a strong brand image and utilizing digital technology as a primary marketing tool. This activity demonstrated that branding is not just a logo or attractive packaging, but rather a comprehensive concept that shapes consumer perceptions of the quality and uniqueness of a product. In the context of cireng and ulen in Cipanjalu Village, branding is directed at highlighting the values of local wisdom, distinctive flavors, and the stories behind the production process. This has successfully strengthened the product's appeal to consumers, both in the local market and outside the village area.

The results of the activity demonstrated a significant shift in the mindset of business owners regarding marketing. Before the intervention, most sellers relied on conventional word-of-mouth marketing. After receiving digital marketing management training, they began utilizing social media platforms like Instagram, Facebook, and WhatsApp Business to expand their promotional reach. This approach has been proven to increase product exposure to a wider market. Furthermore, the digital content creation training provided invaluable practical skills. Participants learned to create compelling product photos, craft persuasive promotional narratives, and maintain a consistent posting schedule. Consequently, the appearance of cireng and ulen products on social media became more professional and appealing to potential buyers.

One important achievement was the increased awareness of the importance of consistent visual identity. Through a uniform logo design, packaging, and color scheme, cireng and ulen products began to acquire a recognizable identity. This uniformity is a crucial element in building consumer trust and differentiating Cipanjalu Village products from competitors. This community service activity also

emphasized the importance of a competitive pricing strategy. Businesses were trained to conduct detailed production cost analyses, enabling them to determine profitable and affordable selling prices for consumers. This strategy has proven effective in maintaining customer loyalty without sacrificing product quality. In terms of distribution, businesses have begun exploring the use of food delivery services through third-party apps. This step opens up sales opportunities beyond the village area without requiring significant investment in a distribution fleet. Integration with delivery platforms also makes it easier for consumers to access products.

One interesting finding is that consumers tend to be drawn to the story behind a product. Therefore, this activity encourages businesses to highlight local stories, production processes, and unique recipes passed down through generations as part of promotional materials. This storytelling approach adds emotional value to the product. Monitoring and evaluation activities showed an average increase in sales of up to 30% after the training and mentoring. This increase was influenced not only by digital promotion factors but also by improved product quality thanks to the implementation of hygiene standards and more hygienic packaging. In terms of community empowerment, this activity has created synergy among residents in producing, packaging, and marketing products. Collaboration between businesses and community groups has made the production process more efficient and able to meet increasing demand.

Socially, this activity also strengthened residents' sense of pride in their local culinary identity. The image of *cireng* and *ulen* is no longer just a snack, but a representation of the creativity, tradition, and economic potential of Cipanjal Village. Improving the digital skills of entrepreneurs also opened up opportunities for other business development. Some participants began planning product diversification while still emphasizing local identity, such as new flavors or derivative products based on *cireng* and *ulen*. The domino effect of this activity was seen in the involvement of the younger generation. Village youth began to participate in promotional content creation and social media management, thus becoming an active part of village economic development. From a management perspective, this activity demonstrated that strategies for strengthening branding and digital marketing can be effective when accompanied by intensive mentoring. Entrepreneurs need direction, technical guidance, and ongoing motivation to maintain changes in business behavior.

Direct interaction between the community service team and residents also strengthened social relationships. This process built mutual trust, facilitating the transfer of knowledge and the implementation of innovations. The success of this program was measured not only by increased sales but also by the residents' continued commitment to maintaining the quality and reputation of their products. The changes that occurred after the program demonstrated that digital technology adoption in rural areas can be successful if tailored to community needs and capacities. A simple, applicable, and locally relevant approach was key to success. In terms of long-term marketing, this program laid the foundation for market expansion. A strong brand identity, maintained product quality, and a nascent digital marketing network are crucial assets for future business development. The program's success also demonstrated that practical, immediately applicable training yields faster results than purely theoretical materials. Residents were more motivated when they saw tangible results from implementing the strategies taught. Through this program, RW 11 of Cipanjal Village began to be known as a culinary center for *cireng* and *ulen* (rice cakes) with a positive image on social media. This achievement opened up opportunities for holding culinary events or village festivals that could attract tourists and expand marketing.

Collaborations with external parties, such as MSME communities and local e-commerce platforms, have also begun to emerge. This strengthens distribution networks and broadens business owners' understanding of broader marketing strategies. Strengthening branding and digital marketing management impacts not only the economic aspect but also socio-cultural aspects. Local products serve as a medium for preserving traditions and introducing regional culture to the wider community. This activity inspires other villages to develop their local culinary potential through appropriate branding and digital marketing strategies. This approach demonstrates that local potential can become a sustainable economic force. The increased income experienced by business owners has had a positive impact on family well-being. Some business owners have begun investing profits to increase production capacity and improve business facilities. In the long term, the success of this program is expected to trigger overall village economic growth. When one sector develops, others such as services, transportation, and tourism

will also be boosted. The conclusion from this series of activities is that strengthening branding and digital marketing has proven to increase the competitiveness of local products, expand markets, and have a tangible impact on community well-being. The sustainability of the program is a crucial aspect that must be maintained. Further mentoring, the formation of a digital marketing community, and access to resources to support business development are needed. This activity confirms that the synergy between modern knowledge and local wisdom is an effective formula for village economic development. Digital technology serves as a bridge connecting tradition with the global market. Thus, this community service activity has achieved its primary goal: strengthening the local culinary identity of Cipanjalu Village through consistent branding and effective digital marketing, while simultaneously sustainably improving the residents' economy.

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