

Empowering Housewives through Digital Branding on Social Media in Pasaran Island, Bandar Lampung

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Abstract– Pasaran Island in Bandar Lampung City has high local economic potential through home-based small businesses, particularly in the seafood processing sector. However, most business owners have not yet utilized digital technology and social media optimally as tools for promotion and branding. The lack of digital literacy and limited understanding of digital branding strategies are the main challenges. Through this community service program, training and mentoring were provided to housewives as the primary actors of family-based MSMEs to strengthen their digital capacity, particularly in building business image and marketing through social media. This program aims to enhance the competitiveness of local products, expand market reach, and promote women's economic independence in coastal areas. The activities were designed in the form of technical training, digital branding education, practical management of business social media accounts, and evaluation of digital engagement outcomes.

Keywords: Digital Branding, Social Media, Housewives, MSMEs, Pasaran Island

1. INTRODUCTION

Coastal regions are among the most economically significant areas due to their abundance of natural resources and diverse livelihoods (Mariana, 2016; Delvina et al., 2024). These areas often serve as vital centers for small-scale fisheries and home-based industries that sustain local communities (Wardono & Toha, 2020). Pasaran Island, located in the coastal zone of Bandar Lampung City, exemplifies such potential (Irawan, 2024). The island's economy relies heavily on seafood processing, particularly in producing dried anchovies and various derivative products. Local residents, especially housewives, play a central role in these activities—managing the production, packaging, and distribution processes from their homes (Noor et al., 2021). However, despite their industriousness, the development of these home-based enterprises remains stagnant, primarily due to limited marketing innovation and dependence on traditional sales methods such as direct selling in local markets and word-of-mouth promotion.

Administratively, Pasaran Island is part of Kota Karang Raya Village, Teluk Betung Timur District, Bandar Lampung City, and was officially established under Regional Regulation (PERDA) No. 12 of 2012 as a result of the expansion of Kota Karang Village. The island spans an area of approximately 22 hectares and has a dense population of around 6,104 residents, grouped into 1,482 households. Despite its small size, the island holds considerable economic potential, particularly in the fisheries sector. Nevertheless, the digital transformation of its local enterprises remains minimal. Most women entrepreneurs have not yet utilized digital technology or social media platforms optimally as strategic tools for promotion and branding.

According to data from the Indonesian Internet Service Providers Association (APJII), more than 210 million Indonesians were active internet users in 2023, with social media serving as the primary medium for product promotion and business networking (APJII, 2024). However, while some Pasaran Island housewives own social media accounts such as Facebook, WhatsApp,

or Instagram, their usage is still confined to personal communication and not directed toward professional business activities. The absence of structured digital training, lack of access to adequate devices, and low levels of digital literacy have become significant barriers (Indayani et al., 2025; Yulastri et al., 2025; Kilani et al., 2025). Consequently, they face challenges in understanding how to build brand identity, create engaging content, and utilize social media algorithms to expand their market reach (Sachrir et al., 2025).

In addition, many of the local products produced by these housewives—such as packaged anchovies, fish floss, and fish crackers—lack a clear brand narrative and consistent digital visual identity. The entrepreneurs have yet to understand the importance of visual aesthetics, storytelling, and digital marketing strategies that can attract consumers in a competitive online marketplace. Elements such as logo design, tagline creation, and strategic use of hashtags, captions, and short-form videos remain underutilized. Furthermore, the absence of a content plan or digital engagement strategy leads to sporadic and unmeasured promotional efforts, reducing the effectiveness of their marketing initiatives.

This condition highlights the urgent need to strengthen the digital branding capacity of housewives in Pasaran Island. Through structured training and mentoring programs, they can develop practical skills in brand identity development, social media management, and content creation. Such initiatives aim to help them understand how to integrate essential elements of branding—such as logo consistency, tone of communication, and visual storytelling—into their business operations. By adopting these digital strategies, housewives can increase product visibility, enhance consumer engagement, and expand their marketing reach beyond local boundaries. Moreover, the adoption of digital branding practices is expected to improve income stability, support economic independence, and promote gender equality in coastal communities.

Beyond its practical objectives, this initiative embodies the principles of innovation, creativity, and sustainability that align with the broader framework of the Sustainable Development Goals (SDGs). Various community service and empowerment programs must demonstrate novelty by introducing new approaches rather than replicating similar activities in different contexts. They should also yield measurable outcomes and tangible impacts on local communities while supporting the global agenda of sustainable development. The SDGs, comprising 17 Goals and 169 Targets, serve as a universal action plan to end poverty, reduce inequality, and protect the environment. In this context, empowering housewives in Pasaran Island through digital branding directly contributes to several SDG objectives, including Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 9 (Industry, Innovation, and Infrastructure), by fostering inclusive digital empowerment and promoting sustainable economic transformation at the community level.

2. IMPLEMENTATION METHOD

The method used in this community service activity combines participatory approaches, applicative training, and intensive mentoring. This approach was selected to ensure that the empowerment process for housewives on Pasaran Island is not only theoretical but also practical, skill-oriented, and capable of producing sustainable impacts on their small businesses. The implementation of the program was carried out through several systematic stages, as illustrated in Figure 1. These stages include preparation, training, mentoring, and evaluation.



Figure 1. Stages of Community Service Implementation

2.1 Preparation Stage.

The preparation stage focused on identifying partners and analyzing the needs of the participants. At this stage, the community service team conducted preliminary observations and discussions with village officials and representatives of housewives on Pasaran Island to understand the challenges faced in marketing local products. The team also prepared training modules related to digital branding, social media management, and digital content creation. In addition, evaluation instruments such as pre-tests and post-tests were developed to measure the effectiveness of the training program.

2.2 Training Stage.

The training stage was conducted through interactive workshops attended by housewives as the main participants. The training materials included the introduction to digital branding, strategies for creating attractive promotional content, and the effective use of social media platforms to market local products. Participants were also introduced to various digital tools that support digital marketing activities. For example, they practiced using Canva to create visual promotional designs, CapCut to produce short promotional videos, and WhatsApp Business to manage communication with customers. During the training, participants were guided step by step to develop a simple digital marketing plan and design a visual identity for their products.

2.3 Mentoring Stage.

After the training activities, participants received mentoring to ensure that they could apply the knowledge and skills obtained during the workshop. Mentoring was conducted both directly

and online. The community service team assisted participants in managing their business social media accounts, creating promotional content, and publishing posts on their platforms. Feedback was also provided regarding visual design, caption writing, and strategies to increase audience engagement. This stage aimed to strengthen participants' confidence and independence in utilizing digital media for business promotion.

2.4 Evaluation Stage.

The evaluation stage was carried out to assess the effectiveness of the entire program. The evaluation involved comparing the results of the pre-test and post-test to measure improvements in participants' knowledge and skills regarding digital branding and social media marketing. In addition, monitoring activities were conducted after the program implementation through follow-up visits to the Pasaran Island community. These visits aimed to observe how participants continued to apply the knowledge gained and to gather feedback for further improvement of similar community empowerment programs.

The entire process was designed to be implemented over six months with the principle of gradual empowerment: "from not knowing to knowing, from knowing to being capable, and from being capable to becoming independent." Several parties were involved in this program. The Community Service Team from the Faculty of Economics and Business, University of Lampung, acted as facilitators and trainers. Village officials of Pasaran Island served as mediators and provided facilities for the training activities. Housewives were the main partners and beneficiaries of the program, while local digital marketing practitioners contributed practical insights and real-world case studies to enrich the training materials.

To ensure the sustainability of the program, regular monitoring of participants' social media activities was conducted along with periodic evaluations and collaborative reflections with community partners. This collaborative and empowering approach is expected to encourage digital independence among housewives on Pasaran Island and enhance the competitiveness of their local products in the digital marketplace.

3. RESULTS AND DISCUSSION

3.1 Stages of Community Service Activities

The implementation of the Community Service (PkM) program titled "Empowering Housewives through Digital Branding: A Strategy for Business Image Development through Social Media Optimization on Pasaran Island" was carried out in August 2025 at the Fishermen's Hall on Pasaran Island, Bandar Lampung City. The activity involved a team of lecturers from the Faculty of Economics and Business, University of Lampung, local government officials, and housewives who are small business owners (MSMEs) — the main beneficiaries of this program.

Overall, the implementation of the program consisted of three major stages: the preparation stage, the implementation stage, and the monitoring and evaluation stage. These stages were interconnected and designed as a comprehensive empowerment framework to strengthen the resilience of coastal communities in the digital economy era.

3.1.1 Preparation Stage

The preparation stage, conducted in July 2025, involved intensive coordination with Pasaran Island's local authorities and community leaders. This coordination aimed to (1) obtain formal permission for program execution, (2) select participants (targeting 30 housewives engaged in local MSMEs), (3) prepare training facilities, and (4) develop a learning module on digital branding tailored to the socio-economic context of Pasaran Island.



Figure 2. Preparation Stage of Community Service Implementation

A preliminary field survey was conducted to map the existing conditions of local MSMEs, such as the types of products produced (dried anchovies, fish floss, and fish crackers), the media used for promotion (mostly offline), and the level of digital literacy (generally low to medium). Based on these findings, the training materials were designed to be practical and applicable, covering topics such as:

- Introduction to digital branding concepts,
- Managing business social media accounts,
- Storytelling and visual branding strategies,
- Basic design techniques using Canva, and
- Measuring digital promotion performance.

Supporting tools such as laptops, projectors, printed modules, and dummy social media accounts were also prepared to ensure smooth learning and hands-on practice for participants.

3.1.2 Implementation Stage

The implementation stage took place on August 20, 2025, at the Fishermen's Hall on Pasaran Island, running from 08:00 to 16:00 WIB. The event consisted of three main sessions: digital branding education, technical content creation training, and practical implementation of social media management.



Figure 3. Implementation Stage of Community Service Implementation

In Session 1 – Digital Branding and Digital Literacy Education, participants learned the importance of digital branding in building a product’s image, consumer behavior changes in the digital era, and the potential of social media platforms (Instagram, Facebook, TikTok) for marketing. Real examples of successful MSMEs from other regions were shared to illustrate effective content strategies. Participants showed great enthusiasm and began to realize that social media could serve as a powerful marketing tool rather than just personal communication.

Session 2 – Technical Training and Content Creation focused on practical application. Participants learned to create business social media accounts (Instagram and WhatsApp Business), design logos and promotional content using Canva and CapCut, write simple storytelling-based captions, and utilize basic features like hashtags, reels, and stories. Participants were divided into small groups based on product type. For instance, the anchovy group created content themed “Pasaran Island’s Signature Souvenir,” while the fish cracker group designed “Authentic Fishermen’s Snacks.” Each participant was required to produce at least one promotional content post and upload it to the dummy accounts provided. The facilitators and student assistants provided immediate feedback to refine their visual and language elements.

Session 3 – Digital Implementation and Customer Interaction focused on simulating customer engagement through social media. Participants practiced how to respond to direct messages and comments professionally, use polite and persuasive language, build engagement, and maintain posting consistency. This simulation was guided by students acting as mock customers, helping participants build confidence in online communication – an unfamiliar concept for many of them.

3.1.3 Monitoring and Evaluation Stage

The monitoring and evaluation stage was conducted twice: (1) during the training day itself and (2) one month after the training through a WhatsApp group and limited field visits. Monitoring focused on participants’ online activity, branding consistency (logos, captions, and visuals), audience engagement, and any technical challenges encountered after the training.



Figure 4. Monitoring and Evaluation Stage of Community Service Implementation

The monitoring results showed significant progress:

- 86% of participants actively used social media for promotion,
- 75% had established business accounts and posted content at least twice a week,
- 60% began receiving engagement from new customers through digital platforms.

Participants also shared positive feedback:

- Siti (anchovy entrepreneur): "I never knew how to make good posts or logos before. Now I can promote my products on Instagram by myself, and many people are reaching out through DM."
- Rina (fish cracker entrepreneur): "This training opened my mind. I learned that promotion doesn't need a big budget—just a smartphone and the right strategy."
- Nurlaila (young participant): "At first, I was afraid because I didn't understand technology, but after this training, I feel more confident."

Several challenges were encountered during the program. Some participants had limited access to digital devices — this was solved by using shared dummy accounts and student assistance. Differences in digital literacy levels were addressed by forming small learning groups and providing one-on-one tutorials. Unstable internet connectivity was mitigated through additional modems and shared hotspots.

This empowerment activity not only enhanced the participants' technical and creative capacity in digital branding but also strengthened their confidence and independence as women entrepreneurs in coastal communities. The program's measurable results demonstrate its contribution to supporting the Sustainable Development Goals (SDGs), particularly Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 9 (Industry, Innovation, and Infrastructure), by fostering innovation, inclusivity, and digital transformation for sustainable local economic growth.

4. CONCLUSION

The community service program "Empowering Housewives through Digital Branding on Pasaran Island" successfully strengthened the digital skills and entrepreneurial capacity of local housewives engaged in MSMEs. Through participatory training and mentoring, participants learned how to manage social media, create digital content, and build effective business branding. The results showed increased confidence and independence among participants, with most actively using social media for product promotion and customer engagement.

Despite challenges such as limited devices and unstable internet, solutions like group mentoring and shared digital tools ensured successful implementation. Overall, this activity effectively promoted women's economic empowerment and digital inclusion in coastal communities, supporting the Sustainable Development Goals (SDGs) — particularly Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 9 (Industry, Innovation, and Infrastructure).

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