Community Service Program: Training on Social Media and E-Commerce For Promoting The "Seblak Prasmanan Teteh Khas Bandung" Business

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Abstract

The development of this Community Service Program (PKM) aims to enhance the digital promotion capacity of the UMKM Seblak Buffet Teteh Khas Bandung through social media and e-commerce training. The main problem faced by these MSMEs is the low understanding and skills in using digital platforms to expand market reach. The methods used in this activity include interactive lectures, demonstrations on the use of social media platforms such as TikTok and Instagram, as well as e-commerce platforms such as GoFood, Grab, and Gojek. Participants were also involved in hands-on practice in creating promotional content tailored to the characteristics of the culinary business. A participatory approach was chosen to ensure active involvement of participants in each session. The results of the activity showed a significant increase in participants' understanding and skills regarding digital promotion strategies. The MSME actors successfully created business accounts, produced promotional content, and started actively engaging with customers online. A tangible impact of this program is that the business turnover, which had previously declined due to a lack of digital promotion, has now stabilized and even shown a significant increase after the training and mentoring were conducted. In conclusion, this training has had a positive impact on improving the digital promotion capacity of the MSMEs. Future recommendations include the need for advanced training and continuous mentoring so that the MSMEs can continue to grow and compete in the digital era.

INTRODUCTION

Changes in the global economic landscape in the last decade have driven the acceleration of digital transformation in various sectors, including micro, small and medium enterprises. (Aryadi et al., 2024; Damanik et al., 2025; Estuti & SE, 2025). This phenomenon is clearly visible from the increasing activity of people in cyberspace, especially in the buying and selling process through social media and e-commerce platforms. (Sartika et al., 2024; Trulline, 2021). In Indonesia, this development presents a huge opportunity, but not all business actors are able to take advantage of it. (Aini, Safitri, Majalina, Abidin, & Khoiriawati, 2024; Anas & Ashari, 2022).

Many MSMEs still run their businesses conventionally without a planned digital strategy. (Nasori, 2025). One example is Seblak Prasmanan Teteh Khas Bandung in Probolinggo Regency, which faces limitations in promotion and market reach due to not yet optimizing digital media. This condition reflects a knowledge and skills gap among local business actors who should be driving the community's economy. (Chatra et al., 2025; Perdana, 2024).

The gap between technological developments and the adaptability of MSMEs is an important issue, both academically and practically. (Maulidan, Gunanjar, Verinanda, Syahputra, & Hardianti, 2025). From an academic perspective, this problem shows the need for research and community service that connects digital literacy theory with technology-based economic empowerment practices. (Avista & Langit, 2025; Yakub et al., 2025). Meanwhile, in practice, the low digital promotion capabilities have a direct impact on market limitations and the competitiveness of local products. (Maharani & Hasibuan, 2024; Satria, Al-Fikri, Nabillah, Prasetyo, & Abror, 2025). In the midst of increasingly open competition, the ability to utilize social media and e- commerce is no longer an option, but rather an urgent need for business sustainability. (Harto et al., 2023; Judijanto, Destiana, & Pertiwi, 2025; Mayang Larasati, Nasrudin, & Yusuf Tojiri, 2024). Therefore, efforts to increase digital capacity are relevant not only to strengthen the position of MSMEs in the local economic chain, but also as a concrete step towards community economic independence in the digital era. (Muttaqim & Dev, 2025; Nurhayati et al., 2025; Perdana, 2024).

This research and community service activity focuses on one specific issue: how business owners can improve their promotional skills through social media and e-commerce. This focus is limited to digital marketing and communication aspects—it does not cover financial management, production, or distribution. The approach used is participatory training, where business owners are actively involved in every stage of the activity, from account creation and promotional content creation to implementing digital marketing strategies. (Astutik & Bari, 2025; Nugroho et al., 2025; Satria et al., 2025). This limitation is important so that activities do not expand into the realm of general business management, but remain consistent with the target of increasing digital literacy and technology-based promotional capabilities that can be measured qualitatively and quantitatively. (Al Fiyah, 2024).

Previous studies provide a theoretical basis for understanding the relevance of this program. Maulana and Suyono (2023) showed a relationship between digital literacy and the sustainability of small businesses. (Maulana & Suyono, 2023). Aulia (2024) highlighted the effectiveness of social media as a cheap and wide-reaching promotional tool for MSMEs. (Aulia, 2024). Meanwhile, Parasari, Anggreswari, Maheswari, & Suanda (2025) explained that implementing a digital marketing strategy can increase brand awareness and customer loyalty (Parasari, Anggreswari, Maheswari, & Suanda, 2025). However, several studies such as Mubarak, Mansuri, & Ramadhan (2025) and Suharyanto, Setyanto, & Yasmiati (2025) found that the low level of technology adoption among MSMEs is often caused by a lack of direct assistance and ongoing training. (Mubarak, Mansuri, & Ramadhan, 2025; Suharyanto, Setyanto, & Yasmiati, 2025). Thus, although the literature has confirmed the benefits of digitalization, there are still gaps in its practical application, especially in the small business sector that lacks adequate technological capacity. This gap is the basis for implementing this activity.

This article aim For describe in a way deep implementation of social media and e-commerce training programs as means improvement capacity digital promotion for perpetrator business culinary Seblak Buffet Teteh, a typical Bandung specialty. Focus main study This is understand How form digital training and mentoring is carried out, to what extent do the actors business capable implement it in a way independent, and the impact to improvement turnover and reach customers. This program expected become a training model applicable for other MSME actors who are facing challenge similar in adaptation

technology. In conceptually, this paper leave from assumptions that digital literacy is element important in strengthen Power competition business small. Hypothesis main state that training intensive the use of social media and e-commerce will increase skills promotion and performance sale (Rahardja, Rolando, Chondro, & Laurensia, 2025). Social media managed in a way strategic can strengthen image brand, presence on e-commerce platforms expands market reach, and collaboration with influencer local capable increase exposure product (Bimo, 2024). With Thus, digitalization No only functioning as tool promotion, but also as instrument empowerment sustainable economy for perpetrator business micro at the level local.

METHODS

Object main in activity devotion This is Seblak Buffet Teteh Khas Bandung, a business culinary development in the village Karanganyar, District Paiton, Regency Probolinggo. This business established in 2023 and managed in a way independently by a person owner together a number of employees. Products offered in the form of seblak buffet with various level spiciness and choice of toppings Power pull for consumer young people, especially around Islamic boarding schools and areas campus. This partner chosen No solely Because potential the business is promising, however Because problem concrete faced : lack ability promotion in the digital realm. As one of the form representation of local MSMEs in the middle adapt with changing times, business This become relevant examples For study How training and mentoring based technology can strengthen marketing strategies and increase Power competitive.

The approach used in activity This nature participatory collaborative, where the actors business No only become recipient benefits, but also plays a role active in every stages activity (Firdaus, 2025; Ibrahim, 2022). Approach This emphasize principle learning by doing which enables the learning process ongoing in a way experience through experience direct (Kartika, Khoiri, Sibuea, & Rozi, 2021). In general conceptual, design This rooted in an action research model that seeks to combine activity devotion, reflection, and improvement capacity partners in a way simultaneous (Dewantara, 2023; Wekke, 2022). Every stages activities — start from identification needs, training, mentoring, to evaluation — implemented in a way interactive between team devotion, lecturer companions and partners business (Satriadi, Marlinda, & SE, 2025; Zunaidi, 2024). Through this process, the activities This No only produce improvement skills technical, but also building awareness partners about the importance of a consistent digital communications strategy in management business.

Information main in study This obtained from owner business, Sis Yuyun Yuningsih, who became informant key at a time participant main in the training program. Additional data was also collected from observation directly on location effort, interaction with employees, as well as interview short with customers who have been order product through social media (Halawa, Harefa, & Mendrofa, 2025). In addition that, team devotion also uses sources written in the form of digital documents, social media uploads, and archives communication that occurs during activity ongoing. For strengthen context analysis, literature academic about digital marketing and empowerment of MSMEs also made into references theoretical (Avista & Langit, 2025). Combination of primary and secondary data This give a clearer picture intact about dynamics changes that occur in partners during and after the mentoring process (El Amady, 2021; Setianingsih & Kharismahendra, 2023).

Data was collected through a series of field activities that took place from early May to late June 2025. This process began with initial observations of business conditions and existing promotional patterns. The next stage involved in-depth interviews with business owners to explore their understanding, obstacles, and needs related to digital promotion. Afterward, the team conducted social media and e- commerce training using a hands-on approach. Each training session was documented through photos, videos, and field notes

to capture the learning process and changes in partner behavior. In addition, the team recorded quantitative data such as the increase in the number of business account followers, customer interactions on social media, and revenue growth before and after the activities. All data was then compiled for further analysis. (Merdika, 2024).

Analysis done in a way descriptive qualitative, with emphasize interpretation to experience partners during the mentoring process (Susanti, Mona, & Faizah, 2024). Any data obtained — good results interviews, observations, and digital documentation— processed through the process of grouping and interpretation For find patterns significant changes (Mitarsi, Asha, & Oktori, 2025). Quantitative data like improvement turnover or amount order used as support For strengthen findings qualitative (Indriyani, Wiranata, & Hiu, 2024; Rahmadita & Santoso, 2024). Data validity is maintained through triangulation, namely with compare results from various sources and techniques collection (Nurfajriani, Ilhami, Mahendra, Afgani, & Sirodj, 2024; Susanto & Jailani, 2023). The results of the analysis No only describe to what extent the program achieves its purpose, but also highlights aspect reflective : how digital training and mentoring contribute to change method view perpetrator business in utilise technology as part from development strategy business.

RESULT AND DISCUSSION

1. Partner Overview and Initial Conditions

Implementation activity Devotion to the Community (PKM) started with the identification process field to condition beginning partner. Seblak Buffet Teteh Khas Bandung is perpetrator business micro operating in the sub - district area Paiton, Regency Probolinggo. Activities This designed as form mentoring strategic For help perpetrator business local adapt with development digital technology, especially in the field of marketing based on social media and *e-commerce*.

a. Business Profile and Background

Seblak Prasmanan Teteh Khas Bandung was founded in 2023 in Karanganyar Village, Paiton District, Probolinggo Regency. This business was pioneered by Teteh Yuyun Yuningsih, a young entrepreneur from Bandung who wanted to introduce the culinary delights of her region to the community around the Islamic boarding school. The product sold is a seblak buffet concept, where customers are free to choose ingredients such as crackers, noodles, sausages, meatballs, and spicy chicken feet according to their preferences.

The business's location, adjacent to the Nurul Jadid Islamic Boarding School, means its primary customers are Islamic boarding school students (santri), university students, and the surrounding community. Observations show that the business's daily turnover ranges from Rp2,300,000 to Rp3,000,000, with an average of 100–150 customers per day, especially in the afternoon and evening.

The business is still managed independently with the help of three employees. Financial record keeping is done manually, and promotions rely on customer recommendations. While well-known locally, its market reach is still limited and it lacks digital connectivity.

Figure 1. Business Profile of Seblak Buffet Teteh, a Typical Bandung Specialty.

This business shows that it has good economic potential in terms of products and location, but still needs improvement in terms of promotion and digitalization.

b. Condition Promotion and Operations Before Mentoring

Prior to the program's implementation, promotional activities for Seblak Prasmanan Teteh Khas Bandung were conducted conventionally and had not yet explored the digital realm. Promotion relied on repeat customers and word-of-mouth. Social media platforms such as Instagram, TikTok, and Facebook were not yet utilized. A business account had also not been created, so the business lacked a clear digital identity.

Furthermore, product documentation remains limited. Photos used for promotions on WhatsApp were taken without a visual concept or proper lighting. The business lacks a logo, tagline, or visual theme that could strengthen its brand image. Interviews with business owners revealed a sense of hesitation and a lack of confidence in utilizing technology.

"I know a lot of people are selling on Instagram these days, but I'm afraid of making mistakes or being confused about how to manage it. So I still use WhatsApp." Just." (Interview, Teteh Yuyun Yuningsih, May 4, 2025)

Condition the show that activity promotion nature spontaneous and not yet own pattern or a clear strategy. No There is calendar content, recording results promotion, or planned achievement targets.

Aspect	Initial Conditions	Impact on Business
Social media	Don't have a business account yet	Limited market reach
WhatsApp	Used for personal communication	Inefficient in reaching new customers
E-Commerce	Not registered on GoFood/GrabFood	Not having access to online markets
Product Documentation	Just a simple photo, not conceptualized	Promotional visuals are less attractive
Business Identity	No logo/brand image yet	The business image is not widely known

Table 1. Conditions Promotion and Operations Before the PKM Program.

From the table the can concluded that promotional strategy Still walk without systematic direction. In fact, competitors culinary around Islamic boarding schools that have using social media show improvement enough customers significant.

c. Problems, Potential, and Initial Analysis of Digitalization Needs

The partners' main challenges lie in low digital literacy, the absence of an online communication strategy, and a lack of promotional content creation skills. However, these businesses have unique products, strategic locations, and high customer loyalty—critical assets to be developed through digital mentoring.

Based on the results of the need assessment, three main partner needs were identified as follows:

1) Improving basic digital skills – such as creating business accounts and managing social media posts.
2) Creative content creation training – utilizing a mobile phone camera and simple applications.
3) commerce integration assistance – order registration and management via GoFood and GrabFood.

In interview continued, owner business convey his readiness For learn and adapt :

"I want this business to be known online. If you teach me slowly, God willing, I can learn." (Interview, Teteh)Yuyun Yuningsih, May 6, 2025)

Findings the become base for team devotion For designing training models based practice and mentoring directly. The program focuses on capacity building and mindset transformation so that partners capable manage promotion in a way independent as well as sustainable in the digital era.

2. Implementation Activity Training and Mentoring

Implementation activity Devotion to the Community (PKM) motivated by the need partners For develop digital capabilities in expand market reach. Based on results observation initial and needs assessment, perpetrators business Seblak Buffet Teteh Khas Bandung shows strong potential in the field culinary, but face limitations in manage promotion based on social media and e-commerce. Therefore that, activity training This designed No only as knowledge transfer activities, but also as a mentoring process sustainable that allows partners get experience direct and constructive trust self in adapt with digital technology.

Activity implemented during four day, start May 10 to 13, 2025, at the location business partners in the village Karanganyar, District Paiton, Regency Probolinggo. The method used blend approach participatory learning, practice direct (learning by doing), and reflection collaborative learning process walk more adaptive to abilities and needs partners.

a. General description Implementation

The program began with an opening session and program orientation. The community service team introduced the program's objectives, training schedule, and expected benefits. During this phase, the partners' initial understanding of social media and digital technology was also assessed. Pre -evaluation results

indicated that the business owner and two key employees had never used social media professionally and were unfamiliar with the business features on Instagram and TikTok.

The learning process is designed to take place in a real-life business environment so participants can directly practice each step taught. This approach also aims to reduce awkwardness and foster closeness between the coaching team and partners. The training atmosphere is relaxed yet focused, with material structured step by step from basics to implementation.

Knowledge Aspect	Mastery Level	Information
Use of Social Media	Low	Never used a business account
Online Promotion Management	Low	Just know personal post, not planned
Product Photography	Currently	Using a cell phone without a lighting concept
Use of E-Commerce	Low	Don't have a GoFood/GrabFood account yet
Digital Branding	There isn't any	Don't have a logo and visual identity yet

Table 2. Initial Level of Partners ' Understanding of Digital Promotion.

This result become base For determine applicable and non- applicable learning strategies too theoretical. Activities furthermore focused on the introduction of digital media, practice direct, and mentoring intensive so that participants truly understand the process in detail comprehensive.

b. Goals and Objectives of Activities

The primary objective of this training and mentoring activity is to enhance the digital capacity of micro-entrepreneurs, enabling them to utilize social media and online platforms effectively as a means of promoting and developing their businesses. The specific objectives of this activity are:

1) Increase partner awareness of the importance of digital promotion in the modern era.
2) Equipping partners with practical skills in creating and managing business accounts on Instagram and TikTok.
3) Train partners in creating simple yet engaging visual content for promotions.
4) Accompanying partners in the process of registering and managing e-commerce accounts GoFood and GrabFood.

The program targets business owners and two key employees, as they play a direct role in managing and promoting the business. The active involvement of these three individuals is expected to foster digital independence after the program concludes.

"I want to learn something that I can directly apply in my business, so my kids and I understand the proper way to promote. Because if we only hear theory, we quickly forget." (Interview, Teteh Yuyun Yuningsih, May 9, 2025)

This quote is the basis for the community service team's approach to using the hands-on method. practice, with the principle that effective training is not

measured by the amount of material, but by the extent to which partners are able to apply it independently.

c. Series of Activities and Implementation Strategies

Series activity training and mentoring implemented through a number of stage main mutual continuous. Every stage designed for partners No only understand digital marketing concept in general theoretical, but also can practice it in a way direct with mentoring from team devotion.

Activity Stage	Subject matter	Learning Focus	Implementation Method
Initial Socialization and Introduction to Digital Media	Introduction to social media (Instagram, TikTok)and e-commerce (GoFood, GrabFood)	Provides an initial understanding of the importance of digital promotion	Interactive presentations and participatory discussions
Social Media Training	Business account creation and business profile management	Train partners to create accounts, write bios, and upload first content.	Direct assistance at the business location
E-Commerce Training	GoFood and GrabFood account registration	Guide partners in the registration process and upload business documents	Workshop and transaction simulation
Content Creation Assistance	Simple promotional photo and video production	Helping partners create engaging and consistent visual promotional content	Hands-on practice with simple devices

Table 3. Series of Activities and Implementation Strategies.

Each stage focuses on tangible outcomes. During the outreach phase, the team introduced various examples of simple digital marketing practices from other MSMEs for inspiration. In social media training, partners were guided directly to create business Instagram and TikTok accounts, complete their bio, profile photo, and WhatsApp contact link. The outcome of this phase was the activation of the partner's business account, which was then used to upload the first promotional content.

commerce training, focused on registering partner businesses on GoFood and GrabFood. The team assists with filling out business data, uploading documents, and verifying accounts. The training then continues with guidance on creating promotional content. In this session, the team teaches techniques for taking product photos with natural lighting, creating promotional captions, and selecting company identity colors.

"It turns out it wasn't as difficult as I imagined. Now I know the best time to post and how to take good photos even with just my phone." (Interview, Teteh Yuyun Yuningsih, May 11, 2025)

In addition, the team also helped partners create a simple logo and determine a brand color theme for consistent use across social media and e-commerce platforms. This strategy aims to build a professional image and

enhance customer retention of the " Seblak Prasmanan Teteh Khas Bandung" brand.

Figure 2. Mentoring Process Making Content Business Promotion and Visual Identity.

d. Response and Dynamics Field

During activity ongoing, response partners show improvement motivation and confidence significant self. At the start training, partners tend passive and afraid try matter new. However after day second, participants start active ask, experiment with content, even discuss about method reach customers outside environment Islamic boarding school.

Constraint main issues faced is limitations internet network at the location and capacity low device. The team fixed it with provide additional hotspot connection as well as help partners delete applications that do not required For optimize storage cell phone. Although simple, steps This Enough help smoothness training. At the end training, achievements concrete that works obtained among others:

1) Create a business Instagram account with the name @seblakteteh_bandungpaiton.
2) Publication of the first five promotional content resulting from the mentoring.
3) Creating a logo and business color identity.
4) GoFood Partner registration process is currently in the verification stage.

Indicator	Initial Conditions	After Mentoring
Business Social Media Accounts	There isn't any	Active on Instagram & TikTok
Number of Promotional Content	0 uploads	First 5 uploads made
Visual Identity	No logo	Logo and color theme created
E-Commerce	Not registered yet	In the GoFood verification process
Partner Confidence	Low	Increasing, actively promoting independently

Table 4. Achievements of Training and Mentoring Activities.

Activity training This No only increase skills technical, but also grow awareness new for partners about importance digital presence. Transformation little thing that happened during four day become point beginning for more changes big, namely formation trust self For compete in the online market and expand range business in the digital era.

3. **Implementation Results and Impact Activity**

Activity training and mentoring digitalization promotion for Seblak Buffet Typical Bandung Auntie give impact significant to transformation management business, especially in realm digital marketing, trust self perpetrator business, as well as expansion range customers. The results of implementing this program can categorized become three part main, namely :

a. *Implementation Results and Changes Digital Behavior*

The training implementation results showed significant improvements in digital skills and online promotional capabilities. Prior to implementation, partners relied solely on word-of-mouth promotion without professionally utilizing digital platforms. After undergoing mentoring, partners were able to build digital identities and manage online promotional accounts independently. In a way concrete, results implementation includes :

1) The creation and activation of digital business accounts, namely the Instagram account @seblakteteh_bandungpaiton and the business ' TikTok account. These two platforms serve as primary channels for introducing products and reaching new customers.

2) commerce accounts through GoFood and GrabFood up to the verification stage, which marks the business transition from a manual sales system to online platform-based marketing.

3) Creating a visual identity for the business, including a simple logo, choosing distinctive colors (red-orange as a representation of Bandung's typical spicy taste), and a consistent content design format.

4) Improving content production skills, with simple photography training using a mobile phone camera, natural lighting techniques, framing, and creating attractive promotional captions.

Hands-on practice activities are conducted in the business's production area to ensure partners can apply the skills they have learned in a real-world context. Each stage concludes with a short reflection session, where partners and their teams discuss any challenges they encountered and how to address them. The following table illustrates the partners' measurable skill development:

Aspect	Conditions Before PKM	After PKM
Business Social Media	No business account yet	Active on Instagram & TikTok
Product Promotion	Word of mouth	Regular promotions 2–3 times a week
Product Visuals	Just a simple photo without a concept	Photos with good composition and lighting
Business Identity	No logo and tagline	A distinctive logo and colors are created
E-Commerce	Not registered yet	In the GoFood & GrabFood verification stage

Table 5. Comparison of Initial and Post-Mentoring Conditions.

Field results show that partners start used to make timetable uploads weekly. Every uploads covers visual and narrative elements product such as " Seblak " Buffet Direct cooked "Teteh Bandung", who received response positive from customers. For clarify the visual results produced are as follows illustration example uploads content promotion partners :

Picture 3. Digital Promotion Content Results.

b. Economic and Social Impact After Mentoring

Economically, the PKM activities have had a significant impact on increasing turnover and market reach. Based on follow-up interviews two weeks after the training, average daily turnover increased from Rp2,500,000 to around Rp3,500,000 per day, with additional orders received through online platforms. While this increase has not yet stabilized, the upward trend indicates that digital promotions have successfully expanded the customer base.

This economic impact is not only seen in sales figures but also in promotional efficiency. Previously, partners spent significant time serving customers in person on-site. Now, most potential customers learn about menus and prices through social media, making the transaction process more efficient.

Furthermore, the training has impacted partners' social and psychological behavior. Business owners who were initially hesitant about using technology now demonstrate confidence in managing their own business accounts. Two key employees have also begun actively participating in content creation and managing online orders.

From a social perspective, a positive domino effect has also emerged around the business location. Several other culinary MSMEs have been attracted to follow suit after seeing the success of Seblak Prasmanan Teteh Khas Bandung's promotion. This phenomenon demonstrates the potential for the emergence of a local digital entrepreneur community around the Islamic boarding school.

"Now, many of my friends are asking me how to sell online like me. So, it's kind of like a learning experience for sellers here." (Interview, Teteh Yuyun Yuningsih, May 20, 2025)

Besides that, partner start understand importance interaction customers in the digital space. Response customers in the column comments and messages direct become source input valuable for development products, such as variation level spicy, additional toppings, and operating hours new. With thus, social media No only functioning as tool promotion, but also a means efficient and inexpensive market survey.

c. Sustainability Challenges, Reflections, and Recommendations

Although the project's results showed significant success, several challenges remained during implementation. The main challenges were limited digital infrastructure, content production time, and upload consistency. Businesses located in densely populated areas with fluctuating internet signals often made uploading promotional videos difficult. Furthermore, because owners and employees also had to serve customers directly, time for managing social media was limited. To overcome these challenges, the community service team implemented the following strategies:

1) Provides additional hotspots during large upload sessions.
2) Teaches the use of light editing applications such as CapCut and Canva Mobile.
3) Create an upload schedule (content)calendar)so that partners can arrange promotional times without disrupting operational hours.
4) Put together a simple guide containing steps for content creation, caption selection, and natural lighting techniques.

Reflectively, partners demonstrated a shift in mindset toward the digital world. While previously viewing online promotion as complex, partners now understand that technology can be a real tool for economic empowerment. This transformation is a key value of the PKM program, as it fosters a new awareness of the importance of digital literacy among MSMEs. To ensure sustainability, the community service team recommends:

1) Three months of follow-up support to monitor digital account performance and turnover.
2) Advanced training for local MSMEs to strengthen the digital business ecosystem in Paiton.
3) Developing simple SOPs for content management and customer response to ensure promotions remain consistent even when done independently.
4) Collaboration with local influencers or food vloggers to expand their promotional reach at low cost.

CONCLUSIONS

The Community Service (PKM)program, conducted in collaboration with Seblak Prasmanan Teteh Khas Bandung, has significantly contributed to improving the digital capacity of micro-entrepreneurs in Islamic boarding schools. Through a participatory approach and hands-on practice, partners not only gained technical skills in managing social media and e- commerce but also experienced a shift in mindset regarding the importance of digital presence in business development.

The transformations that occurred included partners' ability to create business accounts on Instagram and TikTok, produce engaging promotional content, and register their businesses on the GoFood and GrabFood platforms. The impact of these activities was evident in increased daily turnover, expanded market reach, and enhanced online customer interactions. Furthermore, partners' confidence grew along with their ability to leverage technology to strengthen their business presence.

Socially, this activity also created a positive ripple effect. The partners' success attracted the attention of other MSMEs in the surrounding Islamic boarding school to begin adapting digital marketing strategies. This demonstrates that the PKM activity not only impacts individual partners but also fosters collective awareness of the importance of digital

literacy in the local economy.

However, several challenges remain, such as limited internet connections, consistent content uploads, and limited time for partners to manage business accounts. Therefore, continued support is needed in the form of regular monitoring and additional training focused on content management, digital performance analysis, and long-term branding strategies. Thus, this PKM activity can be concluded as an initial step towards the digitalization of Islamic boarding school-based MSMEs. This simple yet applicable approach has proven effective in improving the skills and confidence of entrepreneurs in facing competition in the digital economy era. The sustainability of this program is expected to create a stronger, more independent, and more competitive digital entrepreneurial ecosystem at the local and national levels.

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