

DEVELOPMENT OF DIGITAL MARKETING BASED ON VISUAL CONTENT AND CONTENT
PLANNING FOR THE MSME BAKSO TETELAN IGA MASNO

Aliefa Ardellya Karla Pasaribu¹, Anita Pragita^{2*}, Dinda Suci Ramadhani Harahap³, Gema Defa Yusfia Siregar⁴, Nissa Ariella Br Sembiring⁵, Ocha Infrisch Agustin Srg⁶, Padila Cinta Putri Sitorus⁷, Teh Din Febio Ardiansyah⁸, Tsabitha Athaya Gultom⁹
Vocational Faculty, University of North Sumatera, Indonesia
e-mail: anitapragita70@gmail.com

Abstract

Culinary micro, small, and medium enterprises (MSMEs) need to use social media to extend product information beyond word-of-mouth recommendations. Observations of the MSME Bakso Tetelan Iga Masno showed that the business's social media feed was still dominated by posters, the business did not yet have a TikTok account, and customer reviews were still few. This community service activity aimed to help the business develop its digital marketing through the use of visual content and content planning. The activity was carried out using an educational outreach method accompanied by application examples and discussion, through the stages of observation, material preparation, direct outreach at the business location, and discussion and question-and-answer. The material covered content types, mobile phone camera techniques for product photography, design fundamentals, caption writing, and an example of a weekly content schedule. Because the activity was conducted in a single meeting and was not accompanied by an assessment of understanding, its impact on the business's social media accounts could not yet be evaluated. Recommended follow-up actions include regularly reactivating Instagram, creating a TikTok account, collecting customer testimonials, completing the information on Google Maps and GoFood, and providing further mentoring.

Keywords: culinary MSMEs; social media; visual content; content planning; educational outreach

Article history

Received: Oktober 2026
Reviewed: Oktober 2026
Published: Oktober 2026

Plagirism checker no 80

Copyright : author

Publish by : musytari



This work is licensed under
a [creative commons
attribution-noncommercial
4.0 international license](https://creativecommons.org/licenses/by-nc/4.0/)

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play an important role in the Indonesian economy. Data cited by Kim (2023) show that the number of MSMEs in Indonesia exceeded 65 million units in 2019, or approximately 99% of all existing businesses. With the development of digital technology, social media has become one of the means that MSMEs can use to introduce their products, reach potential customers, and build interaction with customers. Instagram, for example, enables MSME owners to reach a wider audience at a relatively low cost (Kim, 2023). In culinary businesses, social media can also be used not only for promotional activities but also as a means of observing customers' responses to the business being run (Lepkowska-White et al., 2019).

Nevertheless, the use of social media by MSMEs has not been fully optimal. Suhandiah and Widiasari (2021) reported that approximately 54% of MSME entrepreneurs in Indonesia had used

social media, while limited understanding and skills were among the obstacles to its use. On the other hand, the increasingly crowded competition for content on social media requires MSME owners to present information that can attract the attention of potential customers. Kim (2023) showed that content that is valuable to customers and supported by attractive visuals, such as photos and videos, can help build customer engagement. This is important for culinary businesses because the appearance of a product can be one of the attractions for potential customers.

This condition was also found in the MSME Bakso Tetelan Iga Masno. The business has a good reputation and is known through customer recommendations and the crowded condition of its eatery. However, the use of social media as a marketing tool can still be developed. Based on the observations, the social media feed was still dominated by posters, such as “welcome” posters and menu images, and did not yet feature much product content, such as photos of food, the cooking process, and the atmosphere of the eatery. Customer reviews on social media and on Google were also still few. In addition, Bakso Tetelan Iga Masno did not yet have a TikTok account. This condition indicates that there are still opportunities to develop visual content, increase interaction with customers, and expand the business’s presence on other digital platforms.

Until now, information about Bakso Tetelan Iga Masno has spread through customer recommendations. Word of mouth can help introduce a business to the people around its customers, but its reach is limited to people who already know about or have received information about the business. Social media can be a means of extending information about the products and strengths of Bakso Tetelan Iga Masno to new potential customers. Potential customers also generally look for information about places to eat through Instagram, TikTok, and Google before deciding to visit. Therefore, social media can be used to convey, to a wider audience, information that previously circulated only through customer recommendations.

The development of digital marketing at Bakso Tetelan Iga Masno is directed at the use of visual content and content planning. Visual content can be used to present the product more attractively through photos or videos of food, the cooking and serving process, the atmosphere of the eatery, customer testimonials, behind-the-scenes material, and promotional and practical information. Creating visual content does not require special equipment because it can be done with a mobile phone camera, paying attention to lighting, shooting angle, and composition so that the product becomes the main focus. In addition, the consistent use of colors, fonts, business identity, and layout can help make the content more recognizable.

Content creation also needs to be accompanied by content planning so that marketing activities through social media can be carried out in a more directed and consistent manner. Content planning helps determine the types of content to be created and their publication schedule. Content can also be complemented with attention-grabbing captions, information about the menu and its advantages, invitations to interact, and practical information such as location, opening hours, and ordering methods. With such planning, the social media of Bakso Tetelan Iga Masno is not merely used to post information occasionally but can be developed into a more regular communication medium with customers.

An approach through training and mentoring can also help MSMEs develop their use of social media. Suhandiah and Widyasari (2021) implemented module development, training accompanied by evaluation, and one month of mentoring for the MSME ESM Collection. That activity showed an improvement in understanding of Instagram use and produced content activity followed by interaction and transactions. This approach became one of the references for the community service activity at Bakso Tetelan Iga Masno, with adjustments in the form of shorter stages, namely observation, educational outreach accompanied by application

examples, and discussion in a single meeting, as well as material adapted to the condition and needs of the business.

Based on these conditions, this community service activity was carried out to help Bakso Tetelan Iga Masno develop its digital marketing through the use of visual content and content planning. The activity focused on introducing ways to create more attractive visual content, write captions, and prepare content plans that can be implemented consistently. The activity is expected to help the business use social media in a more directed manner, extend the dissemination of information about its products, and open opportunities for wider interaction with customers. The recommendations provided include regularly reactivating Instagram, using TikTok, collecting customer testimonials, optimizing Google Maps and GoFood, and preparing a consistent posting schedule.

LITERATURE REVIEW

The literature review is organized according to the material delivered in the activity, namely social media as a marketing tool for MSMEs, visual content, captions, content planning, and the role of customer recommendations and reviews, supplemented by the educational outreach and mentoring approach as the method of the activity.

MSMEs and Social Media as a Marketing Tool

MSMEs are a group of enterprises that dominate the business units in Indonesia (Kim, 2023). Instagram, as a visually based social medium, enables businesses to reach a large audience, attract new customers, and build customer engagement at a relatively low cost (Kim, 2023). In culinary businesses, social media functions not only to convey information but can also be used to monitor customer responses. Lepkowska-White et al. (2019) found that among small restaurants in the United States, only a few used social media strategically or creatively, and only a few monitored or used information from social media to improve their business operations.

The use of social media by MSMEs also still faces obstacles. Suhandiah and Widyasari (2021) stated that a lack of understanding and skills in using social media is one of the causes of its suboptimal use. This finding is in line with Kim (2023), who concluded that the problems of Indonesian MSMEs in using Instagram are generally related to limited resources and practical knowledge.

Visual Content in Culinary Businesses

Afriliyani and Sugiarto (2024) viewed visual content as content that contains visual or design components, and examined it through color, letters (typography), and image composition. The study concluded that creative and attractive visual content can increase brand awareness and audience engagement, and that consistency in visual elements helps form an easily recognizable identity. Kim (2023) also found that content that is valuable and packaged with rich visuals has a strong influence in initiating customer engagement. In the survey, audiences were more interested in interactive content such as videos and content with high-quality original photos.

The content that is created can vary. Anggraeni and Setyawati (2025) grouped the content of the food and beverage MSME Space 56 into, among others, product content, which includes the product name, price, and production process, and place content, which includes the location, interior, and attractions of the place. These types of content are in line with the menu photos, cooking or serving process, and eatery atmosphere introduced in this activity. To produce visual content, the techniques introduced were limited to those that can be done with a mobile phone

camera, namely lighting, shooting angle, and composition, as well as the use of consistent colors, fonts, and a logo or business name.

Captions and Practical Information

Captions complement visuals with information and invitations to interact. Afriliyani and Sugiarto (2024) considered that informative captions, the use of relevant hashtags, and calls to action support interaction on Instagram. Suhandiah and Widyasari (2021) noted that the application of captions was a part that training participants still understood poorly, so additional time was given for discussion. This indicates that caption writing needs separate attention in educational outreach.

Content Planning

Anggraeni and Setyawati (2025) described a content plan as a schedule or design that regulates content development, including content ideas, platform selection, and posting times. At Space 56, posts before content planning was introduced were made irregularly with long gaps. The content planner was implemented through the stages of planning, organizing, actuating, and controlling, with obstacles in the form of inconsistent posting, declining content quality, and minimal evaluation. Suhandiah and Widyasari (2021) added that marketing content is valuable when it can attract customers' interest, demonstrate the uniqueness, consistency, quality, and relevance of the business, and is carried out proactively and developed over time. Thus, content planning helps transform social media management from occasional posting into more regular marketing communication.

Word of Mouth, Reviews, and Account Credibility

Word-of-mouth recommendations can build trust within a customer's circle, but their reach is limited to people connected to that customer. Kim (2023) stated that customers tend to assess the credibility of an MSME's social media before deciding to follow its account, and that content that meets the audience's needs helps build that credibility. In terms of management, Lepkowska-White et al. (2019) showed that monitoring and using information from social media is still rarely done by small restaurants. Collecting customer testimonials and reviews can be one way to display customer assessments that have so far only been conveyed verbally.

Educational Outreach and Mentoring as the Activity Approach

Suhandiah and Widyasari (2021) carried out an activity at the MSME ESM Collection in three stages, namely the development of training modules, training accompanied by evaluation, and mentoring. The training was given in two meetings, the evaluation was conducted using a quiz, and the mentoring lasted one month. As a result, participants better understood the use of Instagram as a marketing medium and were able to apply content strategies, as reflected in account reach, interaction, and sales transactions. The managers of the business also hoped for further training on visual content. This approach became the reference for the activity at Bakso Tetelan Iga Masno, which was carried out in a shorter form: the material was delivered through a presentation and application examples in a single meeting, without an evaluation quiz and without further mentoring.

PREVIOUS STUDIES

Previous studies have shown that the use of social media and content strategy can help MSMEs develop their digital marketing. Suhandiah and Widyasari (2021), through training and mentoring activities at the MSME ESM Collection, found that training in Instagram use can improve MSME owners' understanding of using social media as a marketing medium. The

subsequent mentoring helped the MSME apply content strategies so that it was able to expand its marketing reach and increase sales.

Furthermore, Kim (2023) examined the use of Instagram content to build customer engagement in MSMEs in Indonesia through interviews, a survey of 65 Instagram users, and a literature study. The results showed that limited resources and practical knowledge are among the obstacles for MSMEs in optimizing Instagram. The study also found that valuable content with rich visuals can encourage customer engagement. This indicates that visual quality and content relevance are important aspects of using social media as a marketing tool for MSMEs.

The study by Anggraeni and Setyawati (2025) on the application of a social media content planner at the MSME Space 56 Cimahi showed that content planning can help make social media management more structured and consistent. The content planner was implemented through the stages of planning, organizing, implementing, and controlling, taking into account content types, trends, and the evaluation of publication results.

Meanwhile, Afriliyani and Sugiarto (2024) analyzed Instagram content design as a promotional medium for the MSME Kopi Bengkong using a qualitative content analysis approach. The study concluded that creative and attractive visual content can support increased brand awareness, audience engagement, and the expansion of the marketing reach of MSME products. These findings reinforce the importance of managing visual aspects in digital marketing strategies, especially for MSMEs in the culinary sector.

In the context of food businesses, Lepkowska-White et al. (2019) examined social media management in small restaurants in the United States and found that only a few restaurants used it strategically or creatively, and only a few monitored or used information from social media to improve their business operations.

Based on these studies, it can be seen that the use of social media by MSMEs is not only a matter of having an account but also requires the ability to produce attractive visual content and to carry out content planning in a structured manner. Most of these studies were conducted on fashion, coffee, and food and beverage MSMEs with a content team or mentoring that lasted for some time. The activity at Bakso Tetelan Iga Masno complements those studies by applying the approach to a meatball business that is managed simply, through educational outreach that combines visual content, captions, and content planning in a single meeting, with a content schedule made concise so that it can be carried out by the business owner.

IMPLEMENTATION METHOD

The community service activity was carried out at the MSME Bakso Tetelan Iga Masno using an educational outreach method accompanied by application examples and discussion. The activity aimed to give the business owner an understanding of the use of social media as a marketing tool and as a means of extending the reach of the business's promotion. The stages of the activity referred to the approach of Suhandiah and Widyasari (2021), which includes material preparation, training, and mentoring, with adjustments to the condition of the business. The activity was carried out in a single meeting at the business location, while further mentoring and an evaluation of understanding have not yet been carried out and are proposed as follow-up actions. The implementation of the activity consisted of the following four stages.

1. **Observation.** The team observed the marketing condition of Bakso Tetelan Iga Masno, particularly its use of social media. The observation results showed that the social media feed was still dominated by posters and did not yet present the product optimally, the business did not yet have a TikTok account, and customer reviews on social media and on Google were still relatively few. These conditions became the basis for determining the outreach material.

2. **Material preparation.** The team prepared the outreach material in the form of a presentation. The material included the importance of social media for MSME marketing, the types of content that can be used for promotion, simple techniques for product photography, design fundamentals, how to write attractive captions, and an example content plan to increase consistency in content creation.
3. **Direct outreach.** The team delivered the material directly at the business location through a presentation and explanation to the business. In addition to delivering the material, the team gave examples of applying marketing through social media, such as taking more attractive product photos, using consistent colors and fonts, writing captions, and preparing a weekly content schedule.
4. **Discussion and question-and-answer.** The final stage was designed to learn the business's responses and understanding of the material delivered and to open an opportunity to discuss the application of marketing strategies suited to the condition of the business.

The relationship among the observation findings, the outreach material, and the literature used is summarized in Table 1.

Table 1. Relationship between observation findings, outreach material, and literature basis

Observation findings	Outreach material	Literature basis
Feed still dominated by posters; photos of food, the cooking process, and the eatery atmosphere not yet widely displayed	Content types: photos of food, videos of the cooking or serving process, eatery atmosphere, testimonials, and information on the menu, prices, opening hours, and location	Kim (2023); Afriliyani & Sugiarto (2024); Anggraeni & Setyawati (2025)
Product content not yet displayed optimally	Mobile phone camera photography techniques (lighting, angle, composition) and design fundamentals (color, fonts, logo, consistency)	Kim (2023); Afriliyani & Sugiarto (2024)
Practical information and customer reviews still few	Attractive and informative captions, invitations to interact, information on location, opening hours, and ordering methods; collection of testimonials	Suhandiah & Widyasari (2021); Afriliyani & Sugiarto (2024); Lepkowska-White et al. (2019)
Posts not yet regular and not yet planned	Simple weekly content plan	Anggraeni & Setyawati (2025); Suhandiah & Widyasari (2021)
Business information depends on customer recommendations and there is no TikTok account yet	The importance of social media for extending the reach of information	Kim (2023); Lepkowska-White et al. (2019)

COMMUNITY SERVICE IMPLEMENTATION

The community service activity was carried out directly at the MSME Bakso Tetelan Iga Masno. The activity began with an introduction of the team and an explanation of the purpose of the visit, namely to provide educational outreach on the use of social media as one strategy for improving the business's marketing.

During the activity, the team presented material entitled “Optimizing Social Media for MSME Marketing”. The material provided was adapted to the marketing condition of Bakso Tetelan Iga Masno that had been observed previously. One matter of concern was the use of social media, which can still be developed, especially in presenting the product and the business’s activities more attractively.

The outreach then continued with several examples of content that can be used to promote the product, such as photos of food, videos of the cooking or serving process, eatery atmosphere, customer testimonials, and information on the menu, prices, opening hours, and location.

The team also explained simple techniques for taking product photos using a mobile phone camera. The explanation covered the use of sufficient lighting, the choice of shooting angle, and the arrangement of composition so that the product becomes the main focus. In addition, material was also given on design fundamentals, such as the choice of colors, type of font, the use of a logo or business name, and consistency in the appearance of the content.

Subsequently, the team explained how to write attractive and informative captions. A caption can begin with an attention-grabbing sentence, be complemented with information about the product, invite customers to interact, and include practical information such as location, opening hours, and ordering methods.

As an example of application, the team also introduced a simple content plan that the business can implement, such as posting menu photos on Monday, videos of the cooking or serving process on Wednesday, customer testimonials on Friday, and the eatery atmosphere on the weekend (Table 2). This pattern can be repeated with variations in content so that marketing through social media is more consistent.

Table 2. Example of a weekly content plan for Bakso Tetelan Iga Masno

Day	Content type	Purpose
Monday	Menu photo	Displaying the menu and products
Wednesday	Video of the cooking or serving process	Showing the process of making and serving the food
Friday	Customer testimonial	Building the trust of potential customers
Weekend	Eatery atmosphere	Depicting the atmosphere of the eating place

The activity ended with an open discussion and question-and-answer session. Through this activity, it is hoped that Bakso Tetelan Iga Masno gained an understanding of the importance of optimizing social media and can implement digital marketing strategies gradually and consistently. The business did not ask any questions during the session, so no question-and-answer took place.

RESULTS

Observation Results

The observation of the marketing of Bakso Tetelan Iga Masno produced a picture of the condition of the business before the outreach, which is summarized in Table 3. The business already has a good reputation and is known through customer recommendations, but its use of social media as a marketing tool is not yet optimal.

Table 3. Results of the digital marketing observation of Bakso Tetelan Iga Masno

Aspect	Observed condition
Reputation and promotion	Known through customer recommendations (word of mouth) and a crowded eatery
Social media feed content	Still dominated by posters, such as “welcome” posters and menu images; photos of food, the cooking process, and the eatery atmosphere not yet widely displayed
Customer reviews	Reviews on social media and on Google are still few
Platform	No TikTok account yet

Outreach Results

The outreach was carried out once at the business location with the material “Optimizing Social Media for MSME Marketing”. All the material planned at the preparation stage was delivered, namely the importance of social media for MSME marketing, content types for promotion, simple techniques for product photography with a mobile phone camera, design fundamentals, caption writing, and an example content plan. The outputs of the activity were as follows:

1. an initial understanding for the business of the types of content that can be created, namely photos of food, videos of the cooking or serving process, eatery atmosphere, customer testimonials, and information on the menu, prices, opening hours, and location;
2. examples of product photography techniques (lighting, shooting angle, and composition) as well as examples of design fundamentals (colors, fonts, logo or business name, and consistency of appearance);
3. an example caption structure consisting of an opening sentence, information on the menu and its advantages, an invitation to interact, and practical information; and
4. an example of a simple weekly content plan (Table 2) that can be implemented and repeated with variations in content.

Business Response

In the discussion and question-and-answer session, the business did not ask any questions, so no question-and-answer took place. The activity was carried out in a single meeting and was not accompanied by an assessment of understanding or by observation of changes in the social media accounts after the activity. Therefore, the results of the activity that can be reported are limited to the material delivered and do not yet include changes in knowledge, skills, or account performance.

Resulting Recommendations

Based on the observation and outreach results, the team formulated five recommendations for Bakso Tetelan Iga Masno:

1. regularly reactivating Instagram;
2. creating and using a TikTok account;
3. collecting customer testimonials and reviews;
4. completing the information on Google Maps and GoFood; and
5. preparing and carrying out a consistent posting schedule.

DISCUSSION

Digital Marketing Condition of Bakso Tetelan Iga Masno

The observation results (Table 3) show that Bakso Tetelan Iga Masno already has a good foundation as a culinary business, but its use of social media is not yet optimal. This condition is in line with the findings of Lepkowska-White et al. (2019) on small restaurants in the United States, namely that only a few used social media strategically or creatively and only a few monitored or used information from social media to improve their business. Therefore, the outreach material focused on two matters, namely visual content and content planning.

Visual Content

In the visual content section, the team explained the types of content that can be created, such as photos of food, videos of the cooking or serving process, eatery atmosphere, customer testimonials, and information on the menu, prices, opening hours, and location. This material was chosen because the business's Instagram feed did not yet feature many photos of food, the cooking process, and the eatery atmosphere. In culinary businesses, the appearance of food can be one of the attractions for potential customers before they visit. Kim (2023) stated that informative content supported by visuals such as photos and videos can help build customer engagement. Afriliyani and Sugiarto (2024), in their study of Kopi Bengkong, also concluded that creative and attractive visual content can increase brand awareness and audience engagement. In addition, the division of content into product content and place content was also used at the MSME Space 56 (Anggraeni & Setyawati, 2025). Thus, the material provided to Bakso Tetelan Iga Masno is in line with the results of previous studies.

The team also explained simple photography techniques, namely sufficient lighting, the choice of angle, and the arrangement of composition so that the product becomes the focus. These techniques were chosen because they can be done with only a mobile phone camera, so the business does not need to buy additional equipment. In addition, the team explained design fundamentals in the form of using the same colors, fonts, and logo or business name in every post. A consistent appearance makes an account easier to recognize and look neater than an account whose appearance keeps changing, as shown by Afriliyani and Sugiarto (2024), who found that consistency in color, fonts, and visual style strengthens brand identity.

Captions and Practical Information

The next material was caption writing. A caption is written with an attention-grabbing opening sentence, brief information about the menu and its advantages, an invitation to interact, and practical information such as location, opening hours, and ordering methods. This practical information is important because potential customers generally look for places to eat through Instagram, TikTok, or Google before visiting. If the information is incomplete, potential customers may choose another eating place whose information is easier to find. The emphasis on captions was also based on the finding of Suhandiah and Widyasari (2021) that the application of captions was a part that training participants still understood poorly, and on Afriliyani and Sugiarto (2024), who considered that informative captions and calls to action support interaction.

Content Planning

In the content planning section, the team gave an example of a simple weekly schedule, namely menu photos on Monday, videos of the cooking or serving process on Wednesday, customer testimonials on Friday, and the eatery atmosphere on the weekend. The schedule was made simple because culinary business owners are generally already busy serving customers every day, so a schedule that is too crowded would be difficult to carry out. Anggraeni and Setyawati

(2025) explained that a content planner can be carried out through the stages of planning, organizing, implementing, and controlling. That study also found obstacles such as inconsistent posting, declining content quality, and insufficient evaluation. This is a note for Bakso Tetelan Iga Masno: the schedule that has been made needs to be followed and checked periodically, for example by reviewing every week which content receives the most responses.

Customer Recommendations and Reviews

In terms of marketing, customer recommendations remain the main strength of Bakso Tetelan Iga Masno. However, word-of-mouth recommendations only reach people who are close to the customers. Social media can help convey the same information to more people. One way is to collect customer testimonials and reviews and then display them on Instagram or Google Maps. In this way, customer assessments that have so far only been conveyed verbally can also be seen by new potential customers. This is in line with Kim (2023), who stated that customers tend to assess the credibility of an MSME's social media before deciding to follow its account.

Limitations of the Activity

This activity adapted the approach of Suhandiah and Widyasari (2021) in a shorter form. As explained in the Results section, the business did not ask any questions, so the question-and-answer session did not take place. Therefore, the team could not yet determine to what extent the material was understood and would be applied by the business. This activity also has other limitations, namely that it was carried out in a single meeting, there was no assessment of understanding such as the quiz in the reference study, there was no further mentoring, and there was no observation of changes in the social media accounts after the activity. In the reference study, the evaluation quiz showed that captions were still poorly understood, and the mentoring found that the main obstacle lay in creating content material. These findings indicate that further mentoring would be beneficial for Bakso Tetelan Iga Masno.

Recommendations

The five recommendations in the Results section are supported by the discussion above: more varied visual content, informative captions, a consistent posting schedule, and customer testimonials and reviews to extend the reach of recommendations. Implementation can be carried out gradually according to the business's capacity, starting with the content that is easiest to create, namely menu photos and eatery atmosphere.

CONCLUSION AND SUGGESTIONS

Conclusion

The community service activity at the MSME Bakso Tetelan Iga Masno was carried out through direct outreach at the business location, with the stages of observation, material preparation, outreach accompanied by application examples, and discussion. The observation results showed that the business is already known through customer recommendations, but its use of social media is not yet optimal because the feed is still dominated by posters, there is no TikTok account yet, and customer reviews are still few. The outreach material, which covered content types, mobile phone camera techniques for product photography, design fundamentals, caption writing, and an example weekly content plan, was adapted to these conditions and is in line with previous studies. Because the activity was carried out in a single meeting, the business did not ask any questions, and there has been no assessment of understanding or observation of the accounts after the activity, the business's level of understanding and application of the material cannot yet be determined.

Suggestions

1. **For Bakso Tetelan Iga Masno.** Apply the material gradually, starting with menu and eatery atmosphere photos, followed by videos of the cooking process and customer testimonials. The business is advised to regularly reactivate Instagram, create a TikTok account, collect customer testimonials and reviews, complete the information on Google Maps and GoFood, and follow the posting schedule that has been prepared while checking each week which content receives the most responses.
2. **For the implementing team or subsequent activities.** Carry out further mentoring, for example for one month as in the reference study, accompanied by a simple evaluation of understanding and observation of the development of the business's social media accounts. The mentoring can focus on creating content material and captions, as well as providing examples or templates of a content plan that the business can use directly.

REFERENCES

- Afriliyani, V., & Sugiarto, E. (2024). Analysis of Instagram content design for the visual promotion of Kopi Bengkong, a micro, small, and medium enterprise coffee product. *Catharsis: Journal of Arts Education*, 13(1), 92-105.
- Al Hafiz, M., et al. (2024). Socialization and mentoring of digital marketing for the MSME product "Rengginang Sakti" in Badran Village in order to expand market share. *Jurnal Bina Desa*, 6(2).
- Anggraeni, A. D., & Setyawati, E. (2025). Application of a social media content planner on the Instagram of the MSME Space 56 Cimahi. *Jurnal Bisnis dan Pemasaran*, 15(2), 63-69.
- Kim, C. C. (2023). Utilization of Instagram content to build customer engagement in Indonesian MSMEs. *Jurnal Strategi Desain dan Inovasi Sosial*, 4(2), 144-149. <https://doi.org/10.37312/jsdis.v4i2.6938>
- Lepkowska-White, E., Parsons, A., & Berg, W. (2019). Social media marketing management: An application to small restaurants in the US. *International Journal of Culture, Tourism and Hospitality Research*, 13(3), 321-345. <https://doi.org/10.1108/IJCTHR-06-2019-0103>
- Social Media Use and Business Performance in SMEs: The Mediating Roles of Relational Social Commerce Capability and Competitive Advantage. (2022). *Sustainability*, 14(22), 15029.
- Social Media-Based Public Relations Activities for the Resilience of Indonesian Micro, Small, and Medium-Sized Enterprises (MSMEs). (2022). *Proceedings*, 83(1), 20.
- Soebandhi, S., Ariska, N. P. D., & Purwitasari, E. (2022). Market share expansion using digital marketing methods in the Amangtiwi MSME Association. *Jurnal Abdimas*, 26(2).
- Suhandiah, S., & Widyasari, A. A. (2021). Utilization of online social media and content strategy to improve the marketing of the MSME ESM Collection. *Tekmulogi: Jurnal Pengabdian Masyarakat*, 1(2), 87-96. <https://doi.org/10.17509/tmg.v1i2.40058>
- Widodo, et al. (2025). Optimization of social media for promoting and branding products of Borobudur Tourism Village MSMEs. *Journal of Community Empowerment*, 5(2).