

LOCAL TOFU TAKES A STEP UP: OPTIMIZING SOCIAL MEDIA AS A MEANS OF COMMUNICATION AND PROMOTION FOR PAK SUTRIS'S HOME-BASED TOFU PRODUCTION BUSINESS

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Abstract

Social media can help micro, small, and medium enterprises communicate with customers and promote their products to reach a wider market. However, many business owners have not yet used it as a marketing tool. One example is a home-based tofu production business in Simalungun, Perdagangan, Pasar 1A, which relies on word-of-mouth promotion and the standard version of WhatsApp. Product information must therefore be requested directly from the seller. This community service activity aimed to give the business owner the understanding and skills needed to use social media for communication and promotion. A descriptive qualitative approach was applied through education and mentoring in four phases: initial observation, education on several platforms, guidance on WhatsApp Business, and evaluation. The mentoring focused on WhatsApp Business because the owner was accustomed to the standard version. The guidance covered installing the application, setting up a business profile, and creating a product catalog with photos, descriptions, and prices. Data were collected through observation, semi-structured interviews, and documentation. The results show that the owner understood how social media can expand market reach and became familiar with the features for displaying product information. This is expected to make it easier for consumers to obtain product information.

Keywords: *Micro, Small, and Medium Enterprises, Digital Marketing, Social Media, Whatsapp Business, Home-Based Tofu Business Humble Leadership, Professionalism, and Employee Performance*

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1. Introduction

Introduction: Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the national economy by creating jobs and distributing income more evenly. Data from the Ministry of Cooperatives and Small and Medium Enterprises, published in 2023 and cited in [1], show that the number of MSMEs in Indonesia exceeds 64 million business units, which contribute approximately 61% of the gross domestic product and employ up to 97% of the workforce. However, the magnitude of this contribution has not been matched by the ability of MSMEs to use technology, particularly for social media-based digital marketing [1].

Advances in information technology have transformed how consumers search for information and purchase products. Consumers now frequently use digital platforms and social media to gather product information before making a purchase, so MSME operators are required not only to produce high-quality products but also to build their business image and promote themselves digitally [2]. Social media has also shifted marketing communication from a one-way pattern to two-way interaction between businesses and consumers [3]. For small businesses, social media is attractive because of its wide reach and very low promotional costs [4]. The choice of platforms is also diverse: Instagram, TikTok, Facebook, and WhatsApp Business have become the primary tools for MSME digital marketing strategies [1], so business owners need to select platforms carefully based on their marketing objectives [3].

However, many MSME owners have not yet fully leveraged this potential. Low digital literacy, limited account management skills, and a lack of ongoing support are the main barriers [1], [2]. In the tofu production sector, these barriers manifest in various ways. In Bojongsari Village, the marketing of “tahu gejrot” is still done manually and does not yet use social media [4]. In Pandaan, Basroni et al. [2] reported that home-based tofu businesses relied on regular customers and word-of-mouth promotion, while WhatsApp Business had not yet been adopted. Following the mentoring program, WhatsApp Business began to be used, partners’ understanding of business social media increased from 35% to 90%, and the number of customers contacting the businesses through social media rose from 0-2 people to 8-15 people per week [2]. It is also important to note that social media marketing results are not immediate, as sales conversions take time to build consumer trust, so communication must be maintained consistently [3].

A similar situation is found at Pak Sutris’s Tofu Production Home-Based Business, a family-run tofu business in Simalungun, Perdagangan, Pasar 1A. Since it has been in operation across generations, this business is well known to the local community, so its marketing relies on word-of-mouth promotion and on delivering products to the market for resale. For orders and communication with customers, the owner uses only the standard version of WhatsApp, without a business profile or any platform to display the products neatly. Potential buyers therefore cannot directly view product photos, descriptions, or prices, and must still ask for this information one by one through direct conversations.

In this activity, our group introduced several social media options to the business owner: TikTok, WhatsApp Business, Instagram, and Facebook. Considering that the owner was already accustomed to the standard version of WhatsApp, the guidance focused on WhatsApp Business as a tool for communication and promotion. The training covered downloading the application, setting up the profile and business name, and populating the catalog with product photos, descriptions, and prices. This article aims to describe the initial marketing conditions of the business, the implementation of the training and mentoring, and the resulting changes in the owner’s understanding and use of WhatsApp Business features. These questions are important because they show how a micro-enterprise can begin digital marketing with simple steps that match its existing communication habits.

2. Literature Review

Literature Review : This section reviews the strategic role of digital marketing in MSMEs, social media and WhatsApp Business as marketing interaction tools, methods for training and mentoring in MSME digitalization, and the theoretical framework that guided this activity.

2.1. The Strategic Role of Digital Marketing in MSMEs

MSMEs play a crucial role in the national economy through job creation, income distribution, and the absorption of local labor. However, their development is often hampered by limited operational capabilities and suboptimal marketing reach. Changes in consumer behavior, which is increasingly integrated with digital technology, require business owners to adapt their marketing strategies to market dynamics.

In household-scale food businesses, marketing generally still relies on direct sales at markets and word-of-mouth promotion. Although effective in maintaining the loyalty of existing customers, this conventional approach limits market penetration into new consumer segments. The integration of digital technology therefore serves as an effective complementary tool to expand promotional reach without neglecting the established local characteristics of the business. At Pak Sutris's Tofu Production House, digital media is intended as a supporting tool to present structured product information and to facilitate communication with customers.

Digital marketing for MSMEs requires not only the availability of social media channels but also digital literacy on the part of business managers. Yuliana and Widhi [1] and Basroni et al. [2] explain that the main challenge in the digitalization of MSMEs lies in the limited technical skills of managers in creating content and managing platforms consistently. Meanwhile, Fadillah et al. [3] emphasize that the effectiveness of digital marketing communication depends heavily on the alignment of the media with the characteristics of the target consumers and the internal capacity of business owners.

2.2. Social Media and WhatsApp Business as Marketing Interaction Tools

Social media and instant messaging applications have shifted the paradigm of marketing communication from a one-way model to a dynamic two-way interaction. Through digital platforms, MSMEs can efficiently convey product information, such as photos, descriptions, and prices, while directly addressing consumer needs [3]. Furthermore, cost efficiency makes social media a rational promotional alternative for small businesses with limited budgets [4]. WhatsApp has also been used in earlier community service activities to optimize the marketing of small food enterprises [5].

Among the various platform options, WhatsApp Business offers the advantage of ease of adaptation, particularly for MSMEs already accustomed to the standard version of WhatsApp. Features such as business profiles, product catalogs, automated replies, and customizable message labels enable businesses to convey information in a more organized manner. The product catalog, in particular, reduces the burden of repetitive communication, allowing potential buyers to review product details independently before making a purchase.

However, the use of WhatsApp Business does not automatically lead to an increase in sales volume. The success of adopting this technology remains influenced by external factors, such

as product quality, pricing, promotional reach, and the business owner's responsiveness in managing digital conversations.

2.3. Methods for Training and Assistance in MSME Digitalization

The implementation of new technology in MSMEs requires a comprehensive approach so that it does not stop at the mere transfer of knowledge. Training serves to provide a conceptual understanding of the benefits of technology, while technical mentoring aims to assist business owners in directly applying these skills in accordance with their operational scale.

As noted by Basroni et al. [2], structured mentoring in the introduction of the WhatsApp Business application has proven effective in enhancing business owners' understanding and in optimizing the quality of marketing communication. In the community service activity at Pak Sutris's Tofu Production House, an outreach method was used to provide insight into the diversity of digital platforms, while the mentoring focused on operating WhatsApp Business, refining the business profile, and creating a visual product catalog.

2.4. Theoretical Framework

The limited availability of structured product information within the conventional marketing system at Pak Sutris's Tofu Production House served as the primary basis for designing this intervention. Introducing a digital platform tailored to the business partner's communication habits was a strategic step to bridge these operational marketing challenges.

Through an approach that combines training and technical assistance, the business owner is guided to make optimal use of the key features of WhatsApp Business. Conceptually, this intervention aims to produce immediate outputs in the form of improved digital literacy among business owners and the availability of a well-organized and easily accessible product information catalog. These outputs are expected to yield long-term impacts, such as easier interaction, expanded market access, and gradual business sustainability.

3. Research Methodology

Research Methodology : This section describes the research design, the object and subject of the activity, the techniques used to collect and analyze the data, and the way data validity was ensured.

3.1. Research Design

This community service activity employed a descriptive qualitative approach, implemented through educational sessions and mentoring for the business partner. Qualitative description stays close to the data and to the phenomenon as it was experienced [6], [7]. This approach was chosen because the activity aims to gain an in-depth understanding of the business's marketing conditions prior to the activity, the process of providing education on digital marketing, and the changes in the business owner's understanding and skills after participating in the activity. The focus of the activity was not to statistically test relationships between variables, but rather to describe the process of applying the knowledge and skills provided to the business partner.

The activity was centered at Pak Sutris's Tofu Production Home-Based Business, located in Simalungun, Perdagangan, Pasar 1A. It was designed to help the business owner understand the benefits of social media as a means of communication and promotion, as well as to improve the owner's ability to use WhatsApp Business to convey product information to customers. WhatsApp Business was chosen as the primary mentoring platform because it is directly related to business communication and can be used to present product information in a more structured manner.

The program was carried out in four phases. The first phase involved initial observations to assess marketing conditions, communication patterns with customers, the availability of product information, and the use of digital media in business operations. The second phase consisted of training on digital marketing, the benefits of social media for micro-businesses, and an introduction to TikTok, WhatsApp Business, Instagram, and Facebook. The third phase involved guidance on using WhatsApp Business, covering application download and setup, business profile creation, and product catalog creation. The fourth phase was an evaluation to assess the business owner's understanding and skills following the program. The outcomes of the program are described based on observations, interviews, and documentation collected during the implementation process.

3.2. Object and Subject of the Activity

The object of this community service activity is the implementation of digital marketing through WhatsApp Business at Pak Sutris's Tofu Production Home-Based Business. The focus includes the business's communication status prior to the mentoring, the owner's understanding of using social media for promotion, the implementation of WhatsApp Business features, and the results of implementing the business profile and product catalog as tools for conveying information to customers.

The subject of the activity is the owner of the business. The subject was selected purposively, based on the consideration that the owner is the party with direct knowledge of operational activities, marketing, and communication with customers, and plays a key role in decisions regarding the use of digital media. Since this activity focuses on a single business partner, the terms "population" and "sample" as defined in quantitative research are not used. The selection of a single partner was based on the objective of providing direct guidance and mentoring tailored to the needs of the business. The results are therefore intended to describe changes in the conditions and capabilities of the mentored partner, rather than to make statistical generalizations about all tofu production businesses.

The aspects of focus include three main areas. First, the initial state of the business's marketing and communication, including how the owner conveys information to customers. Second, the owner's understanding and skills in using social media and WhatsApp Business features. Third, the results of implementing these features, particularly the completeness of the business profile and the availability of a product catalog that supports the delivery of information to customers.

3.3. Data Collection Techniques

Data collection was conducted through observation, semi-structured interviews, and documentation. These three techniques were used to obtain information regarding the partner's initial conditions, the mentoring process, and the results achieved after the activity was completed.

3.3.1. Observation

Observations were conducted before and during the activity to gain a firsthand understanding of the marketing and communication practices at the business. Initial observations were used to identify the owner's habits in communicating with customers, how product information is conveyed, the availability of pricing information, and the use of digital media to support marketing efforts.

During the mentoring, observations focused on the owner's engagement in attending training sessions and practicing the use of WhatsApp Business. The aspects observed included the ability to open and operate the application, set up a business profile, enter product information, add product photos, and include descriptions and prices in the catalog. Observations were recorded using an observation sheet to ensure that the aspects observed remained aligned with the objectives of the activity.

The observation results were recorded as descriptions of the conditions found prior to the activity, the process of implementing features during the mentoring, and the skills the owner was able to demonstrate after receiving guidance. Features that the owner was not yet able to use independently were also recorded as material for evaluation and follow-up mentoring.

3.3.2. Semi-Structured Interviews

Semi-structured interviews were conducted with the business owner before and after the implementation of the activity. This technique was chosen because it allows information to be collected based on prepared questions while also giving the owner the opportunity to explain experiences, needs, and challenges faced while running the business.

The initial interview aimed to identify the marketing strategies currently in use, the communication channels employed, how product information is conveyed to customers, the owner's understanding of digital marketing, and the challenges faced in using social media. This information served as the basis for tailoring the training materials and the form of mentoring to the partner's needs.

The final interview was conducted to assess the owner's understanding of the benefits of social media for business activities, knowledge of WhatsApp Business features, and experiences during the mentoring process. Questions were also designed to determine whether the owner had grasped how to manage the business profile and product catalog, as well as which areas still required further explanation or assistance.

Interview responses were recorded and grouped by topics related to the objectives of the activity. A comparison between the results of the initial and final interviews was used to illustrate changes in understanding identified during the activity. These changes were not directly considered evidence of increased sales, as this evaluation focused on understanding and digital media usage skills.

3.3.3. Documentation

Documentation was used as supporting data to record the implementation process and the results of the activity. It includes photos of observation, training, and mentoring sessions; screenshots of WhatsApp Business profiles; and views of the product catalogs created during the activity.

Business profile documentation was used to verify the completeness of the information provided, such as the business name and relevant contact information. Catalog documentation was used to verify whether products had been presented with photos, descriptions, and prices consistent with the information provided by the business owner.

In addition to serving as evidence of implementation, the documentation was used to cross-check information from observations and interviews. The evaluation results therefore do not rely solely on the owner's statements but are also supported by observable evidence of feature implementation. When photos or screenshots are used in publications, permission must be obtained from partners and personal information that is not relevant to the publication must be protected.

3.4. Data Analysis Techniques

Data obtained through observations, semi-structured interviews, and documentation were analyzed using qualitative descriptive techniques based on the data analysis model of Miles and Huberman [8]. This model comprises three main components: data reduction, data presentation, and drawing conclusions and verification. These components were used in an interrelated manner throughout the analysis process to produce a description of the implementation and results of the mentoring. The analysis was conducted manually without specialized qualitative analysis software.

3.4.1. Data Reduction

Data reduction was conducted by selecting, focusing on, and grouping information relevant to the objectives of the activity. Data from observations and interviews were sorted based on several focal points: marketing conditions prior to the mentoring, initial understanding of social media, proficiency in using WhatsApp Business, challenges encountered during implementation, and outcomes achieved following the mentoring.

Information not directly related to the focus of the activity was not used as the primary basis for drawing conclusions. Data with similar meanings were grouped into categories to facilitate analysis. For example, information regarding difficulties in communicating prices and product descriptions was grouped as challenges in providing product information, while the ability to manage profiles and add products to the catalog was grouped as an outcome of implementing WhatsApp Business.

The reduction process was carried out by rereading observation notes and interview results, then highlighting key information relevant to the evaluation objectives. Documentation was also reviewed to identify evidence relevant to each category. In this way, the analysis could focus on the changes actually observed during the activity.

3.4.2. Data Presentation

The categorized data were presented as narrative descriptions, comparison tables showing conditions before and after the activities, and relevant documentary images. Narrative presentation was used to explain the business's initial conditions, the training and mentoring process, the owner's responses, and the results of implementing WhatsApp Business features.

Comparison tables were used to clarify changes in the observed aspects, namely the availability of a business profile, the completeness of product information, the presence of a product

catalog, and the owner's ability to operate the introduced features. Each finding is based on observational data, interviews, or documentation actually obtained during the activity.

Data presentation was also used to highlight aspects that have been achieved and those that still require guidance. Thus, the evaluation results not only explain the success of the activities but also identify obstacles that can serve as a basis for improvement and for the continued implementation of digital marketing among partners.

3.4.3. Drawing Conclusions and Verification

Conclusions were drawn by interpreting patterns that emerged from the data reduction and presentation. The analysis was aimed at addressing the objectives of the activity, namely describing the initial marketing conditions, the implementation of digital marketing education, the owner's proficiency in using WhatsApp Business, and the results of implementing the product profile and catalog.

A comparison of conditions before and after the activity was used to identify changes supported by evidence. For example, if product information was not organized into a catalog before the mentoring and a catalog was created afterward, this could be explained as a change in the provision of product information. However, conclusions regarding an increase in self-reliance can only be drawn if there are observational findings or evidence of practice to support them.

Verification was conducted by cross-checking the consistency between conclusions, observation notes, interview results, and documentation. If discrepancies in information were found among data sources, they were re-examined before conclusions were finalized. This process helps ensure that the analysis results remain consistent with the conditions observed in the field.

3.4.4. Data Validity

Data validity was ensured through triangulation, which involves comparing information obtained through observation, interviews, and documentation. For example, information from interviews regarding the owner's ability to use WhatsApp Business was compared with observations of the owner using the features, as well as with screenshots of the profile and catalog.

If the owner stated that a particular feature was understood, that understanding was assessed not only based on interview responses but also verified through practical use of the feature whenever possible. Documentation was used to strengthen evidence of implementation, while observation results helped explain the processes and challenges that arose during the activities.

Triangulation was conducted to enhance the reliability of the description of the results, not to claim that all changes were caused exclusively by the mentoring. Since the activity focused on a single partner and did not use a comparison group, the conclusions are limited to changes in understanding, skills, and feature implementation observed during the community service program.

4. Results

Results : This section presents the initial conditions of the business, the implementation of the training and mentoring, and the outcomes observed after the activity.

4.1. Initial Conditions of the Business

Preliminary interviews with the owner revealed that Pak Sutris's Tofu Production Home-Based Business is a family business that has been operating for approximately 40 years, passed down from generation to generation. The owner, Mr. Sutrisno, was born and lives at the business location. Production amounts to about 5,000 pieces of tofu per day, with output increasing when orders come in. Marketing is conducted in two ways: buyers come directly to the production facility, and some products are taken to the market. In communicating with customers, the owner uses the standard version of WhatsApp without any special business settings and does not yet have any other social media accounts. These conditions are summarized in Table 1.

Table 1. Initial marketing and communication conditions of the business

No	Variable	Category	Description
1	Length of business operation	Business profile	Approximately 40 years, passed down through generations
2	Production capacity	Business profile	About 5,000 pieces per day, with the capacity to increase based on orders
3	Sales channels	Marketing	Buyers come to the production facility, and some products are taken to the market
4	Communication channels	Communication	Standard WhatsApp, without a business profile or catalog
5	Other social media	Promotion	None yet

Source: Processed primary data (2026)

Tofu is processed traditionally through the following steps, as described by the owner.

1. Soybeans are soaked for 4 hours.
2. The soybeans are ground with added water until they become soybean paste (referred to by the owner as "santan").
3. The paste is boiled until it comes to a boil.
4. The boiled mixture is strained to extract the starch.
5. A coagulant, such as vinegar, is added to the starch to cause it to settle.
6. The water is drained, and the sediment is pressed into tofu.

4.2. Implementation of Training and Mentoring

The activity began with an outreach session on the benefits of social media and an introduction to four platforms: TikTok, WhatsApp Business, Instagram, and Facebook. Since the business owner was already familiar with WhatsApp, the guidance focused on WhatsApp Business. It covered downloading the application, setting up the profile and business name, and creating a catalog containing product photos, descriptions, and prices. The stages of the activity and their outputs are presented in Table 2.

Table 2. Activity stages and outputs

No	Stage	Activity	Outputs
1	Initial observations and interviews	Identifying marketing and usage patterns	WhatsApp Overview of initial conditions (Table 1)
2	Education	Benefits of social media and introduction to TikTok, WhatsApp Business, Instagram, and Facebook	Business owner becomes familiar with platform options
3	Guidance	Download the application, set up a profile and business name, and fill out the catalog	WhatsApp Business account with profile and product catalog
4	Evaluation	Final interview and observation	The business owner understands how to use social media as a means of communication and promotion, and is familiar with WhatsApp Business features for displaying product information

4.3. Activity Outcomes

After the mentoring, the business owner understands that social media can be used as a means of communication and promotion to expand market reach, and is familiar with the features of WhatsApp Business for displaying product information. The resulting outputs are a business profile and a product catalog containing photos, descriptions, and prices, so that potential buyers no longer need to ask for this information one by one through conversations. Table 3 compares the conditions before and after the mentoring.

Table 3. Conditions before and after the mentoring

Aspect	Before the mentoring	After the mentoring
Communication platform	Standard WhatsApp	WhatsApp Business
Business profile	Not available	Created, including the business name
Product information	Conveyed through direct conversations	Displayed in a catalog with photos, descriptions, and prices
Other social media	None yet	TikTok, Instagram, and Facebook introduced only
Effect on sales	Not measured	Not measured; no evidence of an increase

5. Discussion

Discussion : This section interprets the results in relation to the existing literature and discusses their implications, limitations, and recommendations for further activities.

5.1. Marketing Channels and Digital Readiness

Based on the results of the activities, the use of social media can be an alternative for Pak Sutris's Tofu Production Home-Based Business to develop its marketing efforts. Until now, the business has conducted marketing through direct sales, taking products to the market, and communicating with customers using the standard version of WhatsApp. These methods have been used to run the business for approximately 40 years. However, product information is still conveyed through direct conversations, so potential buyers need to contact the owner if they want to know more.

This situation indicates that the business already has marketing channels, but its use of digital technology still has room for improvement. The problem faced does not mean the business lacks customers; rather, it lacks a platform capable of presenting product information in a more comprehensive and organized manner. The introduction of WhatsApp Business is therefore one effort to complement the marketing methods the owner has been using.

This aligns with the findings of Fadillah et al. [3] regarding changes in marketing communication through social media, which facilitate interaction between sellers and consumers. In this activity, WhatsApp Business was used to help the owner display business and product information through a business profile and a catalog. With these features, potential buyers can obtain product information without repeatedly asking the same questions through private messages. Nevertheless, direct communication remains essential for addressing inquiries, confirming orders, and building relationships with customers.

5.2. Platform Selection and Hands-On Mentoring

The selection of WhatsApp Business as the primary platform for the mentoring program was also based on the owner's prior experience using the standard version of WhatsApp. By leveraging an application with similar functions, the technology adoption process could be directed toward features better suited to the needs of the business. TikTok, Instagram, and Facebook were also introduced as promotional options, but the mentoring focused primarily on WhatsApp Business so that the owner could learn to use it gradually. This approach aligns with Fadillah et al. [3], who emphasize the importance of tailoring the selection of marketing media to consumer characteristics and the capabilities of business managers.

The implementation of the program also demonstrated that introducing technology must be accompanied by hands-on practice. During the mentoring, the owner not only received an explanation of the benefits of social media but was also introduced to using the application, setting up a business profile, and creating a product catalog containing photos, descriptions, and prices. The material provided was thus not merely knowledge but also produced tools that can be used in day-to-day marketing activities.

These results align with the findings of Basroni et al. [2], who highlighted the importance of mentoring in helping business owners leverage digital media. In the context of this business, the guidance was tailored to the owner's basic needs, particularly in providing product information that had not previously been organized into a digital catalog. This demonstrates that the application of technology in micro-enterprises can begin with simple steps directly related to operational activities, without the need to immediately implement overly complex digital strategies.

5.3. Implications for Business Operations and Market Reach

From a business operations perspective, having a product catalog helps the owner convey information more efficiently. Information such as photos, descriptions, and prices can be viewed by potential buyers through the platform, so communication can focus more on order-related needs or additional inquiries. The business profile also gives the owner a space to present the identity of the business more clearly. This benefit is particularly relevant because the business has a production capacity of approximately 5,000 pieces of tofu per day and can increase production when orders come in. Well-organized product information supports communication when the owner is fulfilling customer requests.

The use of social media also opens opportunities for the business to introduce its products to a wider audience of potential customers. Until now, the business has relied primarily on walk-in customers, sales at the market, and communication with existing customers. Using WhatsApp Business can complement these methods, particularly by making it easier to convey information to potential buyers. This aligns with Cahyana [4], who explains that social media can be used as a promotional tool at a relatively affordable cost for small businesses. However, market expansion still requires ongoing management and cannot be achieved simply by creating a business account.

Although the mentoring activities resulted in a business profile and a product catalog, these outcomes cannot yet be taken as evidence that sales have increased. The achievements that can be attributed to the activities include an increased understanding among the owner regarding the benefits of social media, as well as the availability of a platform to showcase product information. Changes in the number of customers or revenue require further observation. Sales can also be influenced by product quality, price, market demand, consistency in promotion, and the owner's ability to respond to messages from customers.

5.4. Sustainability, Limitations, and Recommendations

To ensure the sustainable use of WhatsApp Business, the owner needs to update product information whenever there are changes in price or product availability. Photos and descriptions also need to be clear so that potential buyers receive accurate information. Additionally, responding to customer messages remains crucial, as effective communication is a vital part of marketing activities. These steps can help maintain WhatsApp Business as both an information platform and a communication channel with consumers.

This initiative was limited to a single partner without a control group. The evaluation also assessed only understanding, skills, and the application of features, without measuring sales, the number of messages, or new customers. Additionally, the guidance focused solely on WhatsApp Business, while TikTok, Instagram, and Facebook were only introduced.

Several recommendations follow from these limitations. The catalog needs to be updated regularly with clear photos, appropriate prices, and product descriptions. Other features, such as automated replies, can be utilized to speed up responses [9], [10]. Since social media marketing results are not immediate and require consistent communication [3], the owner needs to maintain a prompt response rate. Once WhatsApp Business is being used consistently, other platforms can be added gradually, and strengthening the identity of the business, for example through a logo and branded packaging, can be considered [2]. For community service program implementers, ongoing mentoring is necessary because the lack of sustained support is a major

obstacle for MSMEs [1], [2]. Overall, the activities demonstrate that digital marketing development can be implemented gradually, in line with the owner's circumstances and capabilities, and that WhatsApp Business must be used consistently and evaluated based on evolving business needs and customer feedback.

6. Conclusion

Conclusion: The training and mentoring activities at Pak Sutris's Tofu Production Home-Based Business achieved their objective of giving the business owner the understanding and skills to use social media as a means of communication and promotion. The owner now understands that social media can help expand market reach and is familiar with WhatsApp Business features for displaying product information. The mentoring resulted in a business profile and a product catalog containing photos, descriptions, and prices, so that potential buyers no longer need to ask for basic information one by one through conversations. The choice of a single platform that aligns with the owner's habits proved suitable for the circumstances of the business.

However, the achievements of this activity are limited to understanding and the availability of information resources; they have not yet led to increased sales or a larger customer base. Future activities should use measurable indicators, such as the number of messages, orders, and new customers generated through WhatsApp Business, over a longer timeframe and with a larger number of partners.

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