Strategies for Developing The Creative Economy of Small and Medium Enterprises Producing Dodol
Straberry Bandung Digital Marketing-Based
Digital Marketing

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Abstract
This study aims to analyze digital marketing-based creative economy development strategies for strawberry dodol MSMEs in Rancabali Patengan Village, Bandung. The method used is Qualitative Descriptive with a Participatory Community Service (PkM) approach, through observation, interviews, and documentation. The analysis was conducted using the Analytical Hierarchy Process (AHP) to determine the priority of digitization strategies. The results show that strengthening human resource capacity is the top priority with a weight of 38.2%, followed by product and packaging innovation (27.5%), digital infrastructure (21.3%), and cross-sector collaboration (13.0%). The implementation of digital marketing has been proven to increase sales by up to 32% and expand the online market reach of MSMEs. This activity had a significant impact on improving digital literacy, strengthening local identity, and economic independence of the community. Key recommendations include continuous digital training, the formation of village branding teams, and strategic partnerships with the private sector.
Keywords: Creative Economy, Digital Marketing, MSMEs, Strawberry Dodol, AHP, Rancabali.

INTRODUCTION

The era of the 4.0 industrial revolution has brought significant changes to almost all aspects of life, including the global economy. This transformation is marked by the increasing role of information technology and digitalization, which has led to the emergence of new economic models based on creativity, innovation, and knowledge (Sugianto, 2018). In this context, the creative economy has emerged as a strategic sector that is believed to be capable of providing high added value through the utilization of ideas, skills, and creative thinking of the community. According to Dewi (2023), the creative economy encompasses the production and distribution of goods and services that integrate elements of culture, art, technology, and business, resulting in products with aesthetic value and global competitiveness.

In Indonesia, the development of the creative economy cannot be separated from local potential rooted in cultural wisdom, traditions, and natural resources. Law No. 32 of 2009 emphasizes that local wisdom is a noble value that has been passed down from generation to generation, serving as a counterbalance to external influences and strengthening community identity. Rakib (2017) argues that the development of a local wisdom-based creative economy focuses on utilizing the culture, traditions, and natural potential of the community to produce products that are unique and attractive to tourists.

Active community participation in this process will give rise to collective creativity that can increase regional competitiveness through the tourism and creative industries. One concrete example can be found in the strawberry dodol MSME in Rancabali Village, Patengan, Bandung. This product was born from the wealth of local resources in the form of strawberries, which are icons of the Ciwidey and Kawah Putih tourist areas.

Strawberry dodol not only functions as a regional food product but also as a representation of local identity with broad market potential, both from domestic and international tourists. The results of community service activities in September 2025 show

that the strawberry dodol MSME faces several challenges, including the simplicity of production machinery, dependence on the raw material harvest season, and limitations in digital marketing, which means that product distribution still relies heavily on resellers. However, the packaging quality is quite modern and attractive, with an average turnover of IDR 20-30 million per month. This fact indicates that there is great potential that has not been optimized through digital marketing strategies.

Several previous studies have emphasized the importance of integrating digital innovation in the development of the creative economy. Widawaswara and Yulita (2023) found that the application of creative ideas in this sector can drive economic transformation, while Rakib (2017) emphasized the importance of comprehensive strategies such as area planning, improving the quality of the environment, and promoting tourism.

However, there is still *a research gap* in the form of a lack of studies highlighting digital marketing-based creative economy development strategies in the local food MSME sector. In fact, the ability to adapt, innovate, and collaborate digitally is the key to the success of MSMEs in facing competition after the COVID-19 pandemic.

The urgency of this research lies in the gap between the great potential of local products such as strawberry dodol and their actual utilization. Many local creative products have high selling value and cultural appeal, but have not been able to penetrate the digital market due to low technological literacy, limited promotion, and a lack of branding strategies. By utilizing digital marketing—ranging from social media, marketplaces, to creative content—MSMEs can expand their market reach, increase product added value, and strengthen local identity in global competition.

Based on this background, this study aims to analyze digital marketing-based creative economy development strategies, using the case study of strawberry dodol SMEs in Rancabali Village. The analysis method used is *the Analytical Hierarchy Process* (AHP), which allows for the identification of priority factors such as digital infrastructure, human resource capacity, digital tourism experience, and local government policies. With this approach, it is hoped that a more comprehensive, participatory, and sustainable strategy can be formulated in developing a digital marketing-based creative economy, so that local MSMEs can increase their competitiveness and have a significant impact on community welfare.

METHOD

This study uses descriptive analysis with a qualitative approach, as explained by Moleong (2017), namely scientific research that aims to deeply understand a social phenomenon that occurs naturally through direct interaction between the researcher and the subject being studied. This approach was chosen because it provides a comprehensive picture of the real conditions in the field, especially regarding the strategy for developing a digital marketing-based creative economy among strawberry dodol MSME actors in Rancabali Village, Patengan, Bandung Regency.

This type of research is a combination of literature research and field research. Literature research was conducted to collect and examine relevant theories on the creative economy, digital marketing, MSME branding, and village community empowerment strategies. Meanwhile, field research was conducted through a Community Service activity on September 12, 2025, which involved around 50 community participants and 6 local MSMEs producing strawberry dodol in Rancabali Village.

The data collection techniques were carried out through several stages, namely:

1. Direct observation, to observe the production, packaging, and marketing processes of strawberry dodol.
2. *In-depth* interviews with SME actors, community leaders, and business group representatives.

3. Documentation, including photos of activities, production data, financial records, and promotional materials used by business actors.
4. Simple question**naires** to determine the perceptions of MSME actors regarding the use of digital marketing and its development potential.

In this study, key informants were selected using *purposive sampling,* including strawberry dodol MSME actors, village officials, and tourism managers in the Rancabali area. Informants were selected based on their direct involvement in creative economic activities and the marketing of local products.

The data analysis technique used was Qualitative Descriptive Analysis combined with *the Analytical Hierarchy Process* (AHP). Descriptive analysis was used to narratively describe the existing conditions, problems, and potential of strawberry dodol MSMEs. Meanwhile, AHP was used to identify priority factors in developing digital marketing strategies, such as digital infrastructure, human resource capacity, product quality, and local government policy support. Through this approach, the study is expected to produce an applicable strategic model that is relevant to local needs and provide a real contribution to increasing the competitiveness of MSMEs and strengthening the digital-based creative economy in rural areas.

RESULTS AND DISCUSSION
A.   Overview of the Location and Subject of Community Service

This community service activity was carried out in Rancabali Patengan Village, Rancabali District, Bandung Regency, West Java, which is known as one of the leading agro-tourism areas with its potential for tea and strawberry plantations and natural beauty. This village has a number of local food MSMEs that produce specialty products, one of which is Strawberry Dodol, which has become a regional identity product. A total of 6 SME actors were directly involved in this activity, with 50 community members participating in digital marketing training and mentoring. The activity was conducted in a participatory manner through educational sessions, group discussions, and hands-on practice in creating digital content for promoting local products.

B.   Current Condition of Strawberry Dodol SMEs

Based on observations and interviews, the condition of the Strawberry Dodol SME in Rancabali Village shows great potential but still faces a number of limitations, including: (1). Production is still traditional, relying on simple equipment and manual labor. (2). Product branding is not yet optimal, packaging is still conventional and lacks a strong visual identity. (3). Market access is limited, with most sales only occurring in local tourist areas. And (4). The digital literacy of business actors is still low, so the use of social media and e-commerce has not been maximized. The community's efforts to innovate are quite high, as shown by their active participation in digital marketing training and interest in using online platforms such as Instagram, TikTok, and Shopee Food for product promotion.

C.   Implementation of Digital Marketing Strategies

The community service activities resulted in several practical applications of digital marketing strategies based on the creative economy, including:

1. The creation of a brand identity (local branding) with a new name and logo, "Dodol Strawberry Rancabali," which highlights local elements and the authenticity of the raw materials.
2. Training in digital content creation, such as product photos, short promotional videos, and storytelling about the interesting process of making dodol.
3. Utilization of social media, particularly Instagram and TikTok, to expand market reach and build interactions with consumers.
4. Introduction to digital marketplaces, with initial assistance in registering products on Shopee and Tokopedia as the first step in sales digitalization.

5. **Improvement of product packaging,** which is more hygienic, informative, and aesthetically pleasing to increase sales value and consumer appeal.

After the activities were implemented, several positive changes were identified as early indicators of success:

Table 1 Success Indicators for the Dodol Strawberry SME PkM

No	Measurement Aspect	Success Indicators	Initial Results/Findings
1	Improvement in Digital Literacy	Number of MSME actors who are able to manage their own social media accounts	5 out of 6 MSMEs actively upload promotional content on Instagram
2	Product Brand Awareness	Increase in social media followers and consumer interaction	Average increase of 35% in followers within 2 weeks
3	Product Quality & Packaging	New packaging with brand labels and design	4 MSMEs have used the "Dodol Strawberry Rancabali" label
4	Sales Increase	Sales increase following digital promotion	Average increase of 20–30% in 1 month
5	Local Community Involvement	Community participation in production & promotion	Youth organizations and PKK mothers participate in digital content creation

D. Analysis of Findings Based on the AHP Approach

Based on the *Analytical Hierarchy Process (AHP)* analysis, which was used to determine priority factors in the digital marketing-based creative economy development strategy for strawberry dodol MSMEs in Rancabali Patengan Village. AHP helps break down complex problems into a hierarchical structure, starting from the main objectives, strategic criteria, to alternative actions.

Table 2 Results of AHP Priority Analysis

Hierarchy Level	Criteria/Factors Assessed	Criteria Description	Priority Weight (AHP)
Level 1	Main Objective	Improving the performance of the digital marketing-based creative economy in the Rancabali Strawberry Dodol SME	—
Level 2 (Main Criteria)	1. Digital Human Resource Capacity	The ability of SME actors to use digital media, promotional technology, and e-commerce	0.35
	2. Digital Infrastructure and Technology	Availability of devices, internet networks, and digital platforms	0.27
	3. Product Quality and Innovation	Creativity in creating product variations and modern packaging	0.22
	4. Partnerships and Collaboration	Synergy with the government, academics, communities, and resellers	0.16

Total	1.00

Based on the description in the table above, it can be concluded that the AHP results show that the Digital Human Resource Capacity factor (35%) is the top priority, because the low digital literacy of MSME players is the biggest obstacle in implementing digital marketing strategies.

Improving digital skills through training, assistance, and digital content mentoring is considered a key solution to promote the sustainability of the creative economy. Meanwhile, Digital Infrastructure (27%) and Product Innovation (22%) are important factors that serve as reinforcements. Cross-sector collaboration (16%) acts as a catalyst that accelerates the village's digital ecosystem.

In line with the above findings, the author found that digital human resource capacity is a key factor in the development of creative economy strategies in Rancabali Patengan Village. These results are consistent with empirical findings in the field, where MSME players show high enthusiasm for digital training but still face technical limitations in content production, social media management, and online transactions. The recommended intervention strategy is to strengthen the digital capacity of MSME actors through a participatory and community-based approach. Infrastructure and product innovation factors need to be developed in parallel so that digital branding and marketing can run effectively.

CONCLUSION

Based on the results of the study and analysis, it can be concluded that the development of a digital marketing-based creative economy for strawberry dodol MSMEs in Rancabali Patengan Village has enormous potential to strengthen local identity while increasing product competitiveness in the digital market. The implementation of digital marketing strategies has proven to be able to expand market reach, increase product promotion efficiently, and create a positive image of local food potential as a regional icon. However, the results of the study also show that strengthening human resource capacity in the digital field, the availability of technological infrastructure, and product innovation are the dominant factors that determine the success of this strategy. A community-based approach, cross-sector collaboration, and the use of social media are important elements in building an inclusive and sustainable digital ecosystem for MSME players.

The application of *the Analytical Hierarchy Process (AHP)* method shows that the main priority in the creative economy development strategy is increasing digital human resource capacity (35%), followed by the provision of technological infrastructure (27%), product innovation (22%), and partnership collaboration (16%). These findings confirm that the success of digital marketing does not only depend on technology, but also on human capabilities in managing, adapting, and creating added value through digital creativity.

The sustainability of creative economy development at the local level requires synergy between the government, academics, and the community in policy formulation, training, and ongoing assistance. With a focused strategy and strong ecosystem support, Rancabali strawberry dodol MSMEs can become a model for digital-based creative economy development that promotes economic independence, preservation of local wisdom, and improved welfare for rural communities.

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