

## Digital Marketing Tips on Instagram (Case Study on Madu Modow Honey SME)

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**Abstract.** *This Community Service (PKM) activity was conducted by STIE Dharma Putra at the Madu Modow Honey MSME in Siak Regency, Riau, in June 2025. This MSME produces premium-quality Sialang Siak Honey but faces challenges in digital marketing and preparing simple financial reports. The activity's title was "Simple Digital Marketing Tips on Instagram (Case Study of the Madu Modow Honey MSME)." The goal was to provide training and mentoring so that MSMEs could implement effective digital marketing strategies through Instagram to expand market reach and increase sales. Furthermore, the training also included preparing simple financial reports for better business management. The resulting output was improved digital skills and optimization of the MSME's Instagram account. The expected outcomes were increased market reach, increased sales turnover, and increased brand awareness of Madu Sialang Siak. This activity involved four lecturers and ten students, with the output being a National Journal.*

### Keywords:

*Community Service, Digital Marketing, Instagram, UMKM Madu Modow Honey*

## Introduction

STIE Dharma Putra routinely conducts Community Service (*Pengabdian kepada Masyarakat / PKM*) activities every semester as part of the *Tri Dharma of Higher Education*. These activities aim to apply academic knowledge and make a tangible contribution to society, including providing support for Micro, Small, and Medium Enterprises (MSMEs).

Indonesia has great potential in honeybee farming due to its stable tropical climate and vast forest areas, which offer abundant nectar sources from at least 115 types of plants, including acacia trees in Siak, Riau. Honey, whose quality standards are regulated under SNI 8664-2018 and which provides numerous health benefits, has a high economic value and continuously increasing market demand, making it a promising business opportunity.

*Madu Madow Honey* MSME, founded by Mr. Deri Enggartantito in 2015, utilizes acacia and palm plantation areas along Jalan Lintas Siak Tumang Marempan Hulu as sources of bee forage, producing *Sialang Siak honey*—recognized as one of the finest premium honeys in Indonesia.

Despite offering a premium product and having significant potential to boost the local economy, *Madu Madow Honey* faces major challenges in marketing, particularly in reaching wider markets. In the modern era, digital marketing through social media platforms such as Instagram serves as a highly effective tool for promotion and sales improvement. However, like many other MSMEs, *Madu Madow Honey* lacks sufficient understanding and skills to implement effective digital marketing strategies.

In addition to marketing issues, the MSME also encounters common challenges faced by similar enterprises, particularly in preparing simple and well-organized financial reports. This problem is largely due to limited training and the absence of a clear separation between business and personal finances.

In response to these challenges, the Institute for Research and Community Service (*Lembaga Penelitian dan Pengabdian kepada Masyarakat / LPPM*) of STIE Dharma Putra conducted a Community Service (PKM) activity in June 2025 at *Madu Madow Honey* MSME, located in Siak District, Siak Regency, Riau Province. The PKM activity, titled “*Implementation of Digital Marketing Strategies Through a Simple Instagram Platform (A Case Study on Madu Madow Honey MSME)*”, aimed to provide training and mentoring to assist the MSME in applying effective digital marketing strategies and developing proper financial reporting practices, ultimately supporting its business growth and potential.

The main objectives of this Community Service (PKM) activity are as follows:

1. Implementing Digital Marketing Strategies

To assist *Madu Madow Honey* MSME in applying effective digital marketing strategies, particularly through the use of a simple Instagram-based approach. This objective aims to address the partner’s limited understanding and skills in utilizing digital marketing for business promotion and market expansion.

2. Developing Proper Financial Reporting

To provide training and mentoring to help *Madu Madow Honey* MSME prepare simple yet systematic financial reports, addressing one of the key issues faced by the enterprise.

Overall, these objectives are intended to support the business growth of *Madu Madow Honey* MSME, enabling it to reach wider market segments and strengthen its sustainability in a competitive business environment.

## Method

This Community Service (PKM) activity was carried out by the LPPM team of STIE Dharma Putra on June 8, 2025, at the “Madow Honey” beekeeping site located on Jalan Lintas Siak Tumang Marempan Hulu, Siak District, Siak Regency, Riau Province. The implementation team consisted of four lecturers and involved ten students. The target MSME, founded by Mr. Deri Enggartantito in 2015, has an organizational structure that includes a treasurer, a technician, and four members.

### Stages of Implementation

The PKM activity was carried out through several main stages as follows:

1. Preparation Stage

This stage included conducting surveys and information gathering, obtaining necessary permits, handling administrative matters (such as correspondence), and preparing tools, materials, accommodation, and the training venue at the beekeeping site.

2. Training Implementation Stage

This stage covered the opening session, welcoming remarks from the MSME leader, the presentation of the main material entitled “Implementation of Digital Marketing Strategies Through a Simple Instagram Platform,” followed by a discussion and question-and-answer session.

3. Closing Stage

The activity concluded with remarks from the MSME leader, a group photo session, and a farewell with the management and members of the MSME.

## Result

This activity aims to produce the following outputs and outcomes:

Table 1. Outputs and Outcomes

Type of Result	Description
Output	Optimization of Digital Skills and Promotional Tools The results of this Community Service (PKM) activity focused on two key aspects essential to the development of <i>Madu Madow Honey</i> MSME: the enhancement of human resource capacity and the optimization of digital promotional tools. First, there was a significant improvement in the skills of the <i>Madu Madow Honey</i> MSME members. They successfully received targeted training and mentoring on digital marketing, with a primary focus on utilizing Instagram as a promotional platform. The enhancement of these skills included understanding the role of Instagram in

Type of Result	Description
	<p>marketing, technical training such as creating and optimizing business accounts, improving profile settings, designing engaging visual content, developing a content calendar, and managing communication to effectively engage with customers. Second, there was the development and optimization of structured digital promotional tools. This was achieved through the creation and enhancement of the <i>Madu Madow Honey</i> business Instagram account. The account is now supported by visually appealing content and a structured marketing strategy, enabling the MSME to showcase <i>Sialang Siak Honey</i> more professionally and attract a wider audience. This optimization serves as an important foundation for the MSME to compete in the modern market more effectively and cost-efficiently.</p>
Outcome	<p>Projected Outcomes of the Activity This activity is projected to generate three main outcomes that will drive the sustainable growth of Madu Madow Honey MSME. First, the Achievement of a Wider Market Reach. Through the implementation of digital marketing strategies, the MSME is expected to experience a significant increase in the number of followers and interactions on social media, which will directly expand its consumer base. This development will help overcome local market limitations, allowing <i>Sialang Siak Honey</i> products to reach consumers from other regions more effectively. Second, an Increase in Sales Performance. A wider market reach and a stronger product image are anticipated to lead to higher sales turnover for the MSME. This increase will serve as a key indicator of the success of the training and mentoring programs conducted during the PKM activity. Third, the Enhancement of Brand Awareness. <i>Sialang Siak Honey</i> will become more widely recognized by the public. This heightened brand awareness is essential for strengthening the product's image as a premium, high-quality honey, thereby improving the MSME's competitiveness in the national market.</p>



Figure 1. Group photo of the PKM Team – LPPM STIE Dharma Putra with Training Participants during the Visit to Meadow Honey Beekeeping Farm



Figure 2. Group photo of the PKM Team – LPPM STIE Dharma Putra with Training Participants during the Visit to Meadow Honey Beekeeping Farm





Figure 3. Photo of Lecturers and Students during the Visit to Madow Honey Beekeeping Farm

## Discussion

The Community Service (PKM) activity conducted by the STIE Dharma Putra team at *Madu Madow Honey* MSME in Siak, Riau, aimed to address two main challenges faced by the partner: the lack of digital marketing capabilities (particularly on Instagram) and the limited understanding of simple financial reporting. These issues have been major obstacles preventing the MSME from fully leveraging the potential of its *Sialang Siak Honey* product, which is recognized as a premium-quality honey with high market value.

### Achievement of Outputs and Implementation Effectiveness

The training activity, conducted on June 8, 2025, at the honey farm site, ran smoothly and effectively. The main outputs of the program were successfully achieved, particularly the enhancement of digital marketing skills among the MSME participants, focusing on mastering social media marketing through Instagram. Another tangible output was the optimization of the MSME's business Instagram account, which is now equipped with visually engaging content and a more structured marketing strategy.

The training materials also included the fundamentals of preparing simple financial reports to help separate business and personal assets. The high level of

enthusiasm from participants—evident from the number of questions raised and the limited time available for discussion—demonstrated that the material delivered was both relevant and highly needed by the partner.

#### Interpretation of Outcomes and Program Sustainability

The achievement of these outputs serves as a critical foundation for realizing the expected long-term outcomes. The optimized Instagram account functions as a powerful promotional tool, with strong potential to expand market reach and attract more consumers beyond the local area. This market expansion, combined with improvements in basic financial management, is logically expected to lead to increased sales and business turnover.

Cumulatively, the implementation of structured visual marketing is projected to enhance brand awareness of *Sialang Siak Honey* as a premium product, thereby strengthening the MSME's competitive position in the market. To ensure the sustainability of these outcomes, several follow-up actions are recommended, including regular mentoring sessions over a 3–6 month period, expansion into e-commerce platforms, and collaboration with local government agencies.

### Conclusion

Based on the implementation of the Community Service (PKM) activity titled “Simple Digital Marketing Strategies on Instagram (A Case Study at Madu Meadow Honey MSME)”, several key conclusions can be drawn as follows:

1. Improvement of Partner's Skills

The training and mentoring activities have successfully enhanced the skills of *Madu Meadow Honey* MSME participants in two critical areas. First, they have developed competencies in digital marketing, particularly through the use of the Instagram platform. Second, the training has effectively equipped the participants with the ability to prepare simple and systematic financial reports.

2. Optimization of Promotional Tools

The PKM program has resulted in the optimization of *Madu Meadow Honey* MSME's business Instagram account. The account is now supported with more appealing visual content and the implementation of a structured marketing strategy, which serves as a solution to the marketing challenges previously faced by the MSME.

3. Positive Impact and Relevance to the Tri Dharma of Higher Education

Overall, this PKM activity has generated positive outcomes, including the

potential for wider market reach, increased sales growth, and improved financial management for *Madu Madow Honey* MSME. For STIE Dharma Putra, the successful implementation of this program represents a tangible contribution to the fulfillment of the *Tri Dharma of Higher Education*, particularly in the area of community service.

## Acknowledgements

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5. All other parties who cannot be mentioned individually, for their moral and material contributions that helped ensure the smooth execution of this program.

May this PKM report provide tangible benefits for the development of *Madu Madow Honey* MSME and serve as a valuable reference for future community service initiatives.



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