

## Development of Digital Marketing at Dimsum Lunaire MSMEs in Salatiga City through Content Marketing and Utilization of Artificial Intelligence

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### Abstract

**Purpose:** This study aims to provide training and assistance to Dimsum Lunaire MSMEs in Salatiga City to enhance their digital marketing capabilities through content marketing and the utilization of Artificial Intelligence (AI). The focus is on AI-driven product photo design, content creation, and website development to increase the competitiveness and sales of Dimsum Lunaire.

**Method:** The community service activities were carried out through hands-on training and mentoring provided directly to the MSME owners. These activities included practical sessions on social media optimization, website development, and AI applications for efficient content marketing.

**Practical Applications:** This initiative is designed to equip Dimsum Lunaire MSMEs with the necessary skills and knowledge to utilize digital marketing tools effectively. By leveraging social media platforms and AI, the MSMEs are better positioned to adapt to the digital era, improve their marketing strategies, and expand their customer base.

**Conclusion:** The community service has demonstrated that digital marketing training and support for Dimsum Lunaire MSMEs resulted in valuable outcomes such as well-structured content plans, high-quality product photos, engaging content designs, and an operational website. These resources will enable Dimsum Lunaire to continue developing and improving their digital marketing efforts.



### Introduction

Micro, Small and Medium Enterprises (MSMEs) are one of the supporters of economic growth in Indonesia. The development of MSMEs is a serious concern of various parties, including the government and the general public. It is known that the government has a target to encourage at least 20 million MSMEs to use digital platforms by the end of 2022, increasing to 24 million in 2023, and reaching a total of 30 million MSME players who are turning to the digital world in 2024 (Jamkrindo, 2022). In the current digital era, the application of internet-based information technology has the potential to be a factor that encourages the development of MSMEs. According to Irfani et al., (2020) MSME players need to have the ability to keep up with the development of a dynamic industrial environment and must be able to take advantage of digital marketing trends as an opportunity to face the digitalization era. According to Situmorang, (2023) an obstacle that needs to be considered is the lack of knowledge of MSMEs regarding digital marketing. MSME players can take action by focusing on improving digital marketing strategies, especially in the aspect of content marketing which includes websites, Instagram content, and more attractive product catalog photos.

According to (Rahmat et al., 2022) digital marketing is a term that is often used to describe product or service marketing strategies that focus on target audiences, are measurable, and interact through digital technology. Digital marketing now makes it easier for entrepreneurs to conduct market research and meet various customer needs and desires, while customers can also search for and access product information through various available digitization features. This significantly simplifies the process of finding the necessary information. Digital marketing includes all marketing efforts that utilize electronic devices or the Internet. Businesses today use digital channels such as search engines, social media, email, and websites to connect with potential customers (Ramadhania et al., 2022).

Social media or social networking is a commonly used platform in digital marketing. Social media is a group of internet-based applications that allow users to interact and disseminate information widely. According to Sakti et al., (2022) People's habits are active in using social media, opening up opportunities for MSMEs to take advantage of these platforms as a means of marketing products. Instagram is one of the platforms often used by entrepreneurs to carry out digital marketing, because they can upload product images, posters, or promotional videos for promotional purposes (Sholeh & Pranoto, 2023). According to A. Nasution, (2021) In today's digital era, the presence of a website has become a very crucial necessity for both individuals and organizations to expand coverage and improve communication efficiency with a wider audience. Websites are now often used to support various aspects of business, such as promotion, marketing, information, education, and communication. Through a digital marketing approach, consumers can more easily access product information without being bound by time and place restrictions. A trusted website to increase business credibility and show presence on the internet so that it can reach a wider market (Pratama et al., 2023).

When used efficiently, content marketing can be a useful tool for MSMEs to attract new customers. MSMEs must implement a variety of promotional and sales-boosting strategies, including utilizing the potential offered by social media and websites. The emergence of many social media users and internet access opens up business opportunities for MSMEs to develop their business activities through these platforms. According to Taufik and Kurniawan (2023) to produce well-coordinated messages, digital marketing can be effective when combined with the use of Artificial Intelligence (AI). Artificial Intelligence (AI) is a technology that gives computers or machines the ability to perform activities that resemble human thinking abilities, such as the human brain. From a technical perspective, the use of AI technology can be applied to automate various aspects and increase efficiency, especially in the context of digital marketing. However, it is important that not all MSMEs have the same skills or abilities in utilizing this digital media and technology (Nugroho et al., 2023). Therefore, there is a need for training that can be done for MSMEs by providing socialization on the importance of digital marketing, the

use of AI, websites, and the use of social media platforms that can be a tool for marketing a product (U. E. Situmorang et al., 2023).

Dimsum Lunaire is one of the Micro, Small and Medium Enterprises (MSMEs) in Salatiga that specializes in food and beverages. This business sells various dimsum menu variants such as steamed original, hekeng, chicken wings, and its flagship menu, fried nori. Dimsum Lunaire was established in 2020 in Bintaro Jakarta with online sales with a pre-order system. After that in 2022 it moved to Salatiga City. This MSMEs is located on Jalan Brigjen Sudiarto No 47 Salatiga City. Seeing the potential and also quite a lot of interest in the products of this MSME, Dimsum Lunaire needs to implement and optimize digital marketing in order to be able to expand market reach and make products better known to the public. Through the right digital marketing strategy, increasing Dimsum Lunaire's sales can have a positive impact on the productivity and income of these MSMEs. Therefore, the implementation of community service activities regarding digital marketing in the form of assistance to MSMEs aims to assist in marketing their products digitally through social media platforms and websites, utilizing existing AI technology, and increasing sales and brand awareness of Dimsum Lunaire.

## Methods

Community service activities were carried out in Salatiga MSMEs, namely Dimsum Lunaire during September-November 2023. Dimsum Lunaire is an MSME engaged in the culinary field that provides various dimsums, drinks, and other foods. This MSMEs is managed by two people as the owner and co-owner. This community service begins with the first visit to MSMEs to convey the aims and objectives, ask for more information about products, businesses, and customers. In addition, the team also asked about the constraints, needs, and digital marketing plans that Dimsum Lunaire wanted to do. We do this because it is the beginning of the preparation of digital marketing strategies and plans that will be carried out at these MSMEs. After that, the team tried to compile ideas and materials related to social media optimization, website design, and the use of AI technology for efficiency related to digital marketing. Community service activities end with the implementation of evaluations to measure the satisfaction and understanding of MSME partners in the assistance that has been carried out.

Content planning, caption creation, and product photo editing are done using AI technologies including Chat GPT, Lingojam fonts generator, and Flair AI. For calendar content, it is compiled using the Google Spreadsheet platform which contains a content plan on Instagram social media along with the upload date. The next activity was practice and training on editing feeds and Instagram stories using the Canva application. The reason for using Canva is that it is not only simple to use, but also presents a variety of features that can help users, especially beginners, express creativity and innovative ideas to create attractive, quality, and competitive designs (Darmawan et al., 2022). This application was chosen because it is user friendly, free and has various design templates available, and can be used both through mobile phones and computer devices (Sakti & Pratiwi, 2023). In addition, the website uses the Google Sites website builder which is free and easy to use (Pratama et al., 2023). In conducting community service activities, there are 3 stages of implementation which can be seen through table 1 below:

*Table 1. Activity Implementation*

| Initial  | Implementation   | Evaluation  |
|--|--|---|
| 1. Interview of digital marketing needs at Dimsum Lunaire MSMEs. | 1. Creation material content marketing.                  | 1. Evaluation filling by MSME owners during mentoring and service period from the team. |
| 2. Formulation of strategies and service concepts in the form of | 2. Implementation of content creation content marketing. |   |
|  | 3. Assistance to MSME                                    |   |

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|                              |                   |    |
|------------------------------|-------------------|----|
| mentoring and training.      | partners          | in |
| 3. Preparing implementation. | digital marketing |    |

Source: Author's work, 2024.

## Result

Community service activities carried out at Dimsum Lunaire MSMEs cover several topics in content marketing, namely: product photos using AI, website usage, and optimization through social media. This activity began with conducting interviews with the owner and co-owner to understand digital marketing needs and get information about Dimsum Lunaire MSMEs. In the interview, the owner said that the team could help in creating content through Instagram social media, website development needs, and taking photos of new products. Based on the needs that can be assisted, the team then conducts discussions and brainstorming to develop a digital marketing plan.

*Figure 1. Visit to MSMEs Dimsum Lunaire*



Source: Private documentation, 2024.

In the content creation stage, the team uses a content calendar that is useful for planning content uploads - content that has been created by the team with the following link <https://bit.ly/contentcalenderlunaire>. Some content is created through several applications, namely Canva, Capcut, and Artificial Intelligence (AI). First, the team took photos of several Lunaire Dim Sum products that will be used as feed materials and product photos. In addition, the team also made a visit for the creation of video content that will be uploaded through Instagram reels. Then, the team made edits using applications, namely Canva and Artificial Intelligence (AI) which are useful for creating Instagram feeds and product photos at Dimsum Lunaire MSMEs. The team also uses a video editing application, namely capcut, as video reels content that will be uploaded on the Instagram of MSMEs Dimsum Lunaire. Through this service, the team also conducted training for MSMEs in photo editing and also content creation market products.

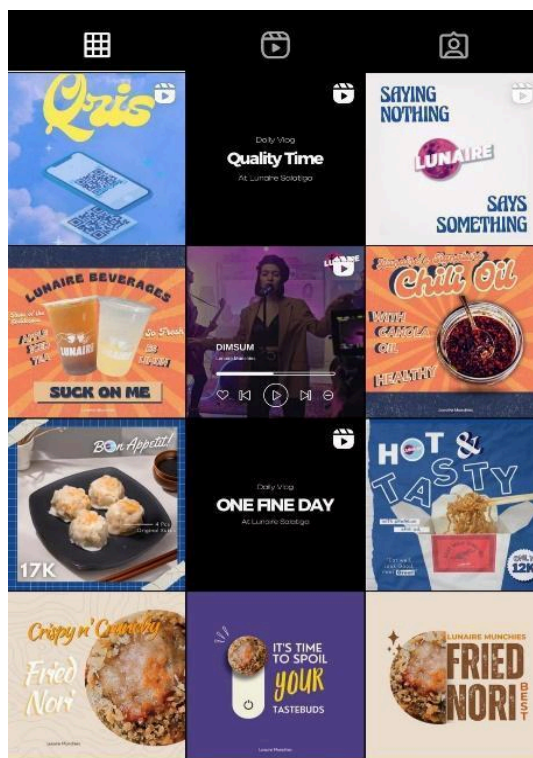
98) Development of Digital Marketing at Dimsum Lunaire MSMEs in Salatiga City through Content Marketing and Utilization of Artificial Intelligence, Widiasmara Abuk, H. A., Kusumadewi Orasetyo, Rr, A. N., Agelta Listy, G. A., Pratiwi, A., Ferdian Nugroho, Y. B., Pramono Putri, C.A.

Figure 2. Training to MSMEs



Source: Private documentation, 2024.

Figure 3. Instagram Content @luaniresalatiga





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Source: Private documentation, 2024.

Figure 4. November Content Calender

| October 2023  |  |  |      |       |  |   |
|---|--|--|------|-------|--|---|
| Minggu  | Senin  | Selasa   | Rabu | Kamis | Jumat  | Sabtu   |
| 1<br>Pembuatan web, membuat web menggunakan google sites yang berisikan tentang UMKM terdiri dari menu kami, menu, dan kontak   | 2  | 3  | 4    | 5     | 6  | 7   |
| 8   | 9<br>Foto produk, Mengambil foto produk dan mencari properti untuk kebutuhan foto dan melakukan foto untuk 7 produk Lunaire Dimsum | 10<br>Tim melakukan editing foto produk, mengedit foto produk dengan menggunakan AI yaitu Flair.co   | 11   | 12    | 13   | 14<br>Pembuatan feeds, membuat feed instagram Lunaire dengan tema yang sudah didiskusikan |
| 15<br>Pembuatan konten, membuat 4 konten video untuk menaikkan viewers instagram dengan teman konten yang berbeda yaitu Unboxing, Do's and don'ts, Cinematic, dan konten komedi | 16   | 17   | 18   | 19    | 20<br>Pelatihan fitur Instagram, pelatihan penerapan fitur collaboration pada media sosial instagram | 21  |
| 22<br>Editing Konten, mengedit konten video yang sudah direkam dengan menggunakan beberapa aplikasi   | 23   | 24<br>Mengunggah Feeds dan Reels, mengunggah 3 feeds pada akun instagram @lunairesalatiga dan reels pada instagram anggota kelompok dengan menggunakan kolaborasi pada instagram | 25   | 26    | 27   | 28  |
| 29  | 30   | 31   |      |       |  |   |

Source: Private documentation, 2024.

In doing product photos, the team utilizes Artificial Intelligence (AI) as a medium to edit product photos from Dimsum Lunaire MSMEs, namely Canva and flair.ai. The use of AI itself provides benefits, namely in terms of quality, consistency, efficiency, and productivity. Flair is a visual editor powered by artificial intelligence for product photography. Before using flair, we used an AI application, namely canva, to remove the background from raw product photos. After the photo is in png form, proceed with editing using flair. The steps to use flair are first register and log in to the account to use the existing features. Second is to choose the purpose of using AI, third is to prepare product photos that you want to edit. Next, the fourth step is to write or describe the desired background for the product photo. After that, product photos from AI will appear according to what has been written and ready to be used for marketing content.

Figure 5. Sample Photos of Dimsum Lunaire Products



Source: Private documentation, 2024.

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The service team also helped create a website using Google Sites for MSMEs Dimsum Lunaire. The website of MSMEs Dimsum Lunaire can be accessed through the URL <https://sites.google.com/view/dimsumlunairesalatiga/home>. The contents of the website include home, best seller menu, menu, and contact us. Halam from this website provides complete information from businesses and online platforms owned, namely in the form of menu lists, online orders through GrabFood and GoFood, social media, and Google Maps from the address Dimsum Lunaire. This website can also be accessed either via mobile phone, laptop, or tablet with an attractive appearance.

*Figure 6. Dimsum Lunaire Website*



Source: Private documentation, 2024.

In the last stage, the team provided an evaluation link to MSME owner Dimsum Lunaire. This evaluation link contains the level of partner satisfaction with the team's performance in community service activities. In addition, the value of the level of responsibility, initiative, discipline, and problem-solving ability of the team. The results of this form will be used as evaluation material in the implementation of community service. Through this evaluation, the team can also find out the satisfaction and perception of partners towards the service activities that have been carried out.

## Discussion

The community service that the team has done regarding the development of digital media through websites, Instagram content such as (feeds, stories, and reels) and product photos by editing using AI in MSME businesses Dimsum Lunaire Salatiga is able to increase brand awareness, brand image, and insight from the Instagram account @lunairesalatiga which can be seen through Figure 7 below.

*Figure 7. Insight Instagram*

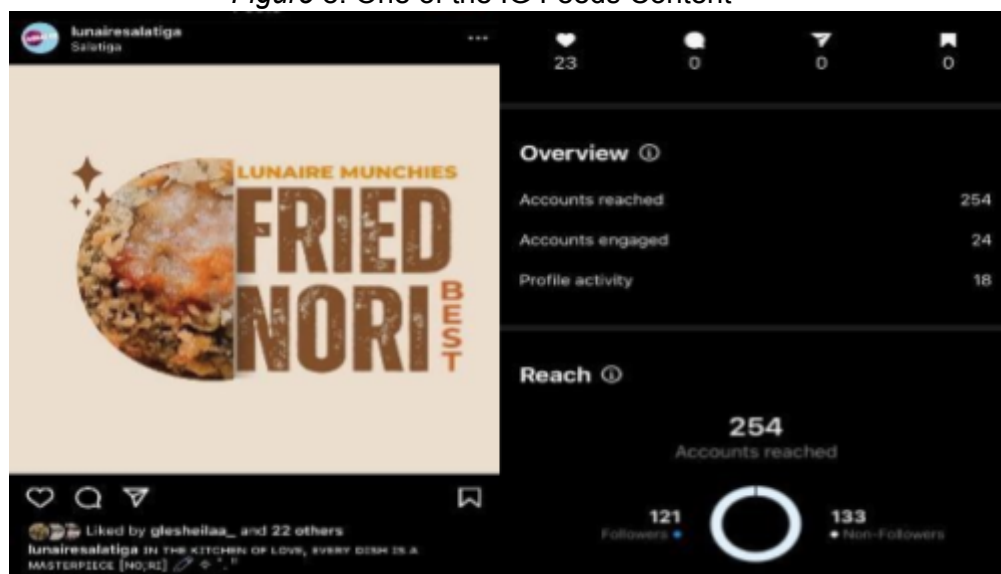
101) Development of Digital Marketing at Dimsum Lunaire MSMEs in Salatiga City through Content Marketing and Utilization of Artificial Intelligence, Widiasmara Abuk, H. A., Kusumadewi Orasetyo, Rr, A. N., Agelta Listy, G. A., Pratiwi, A., Ferdian Nugroho, Y. B., Pramono Putri, C.A.



Source: Private documentation, 2024.

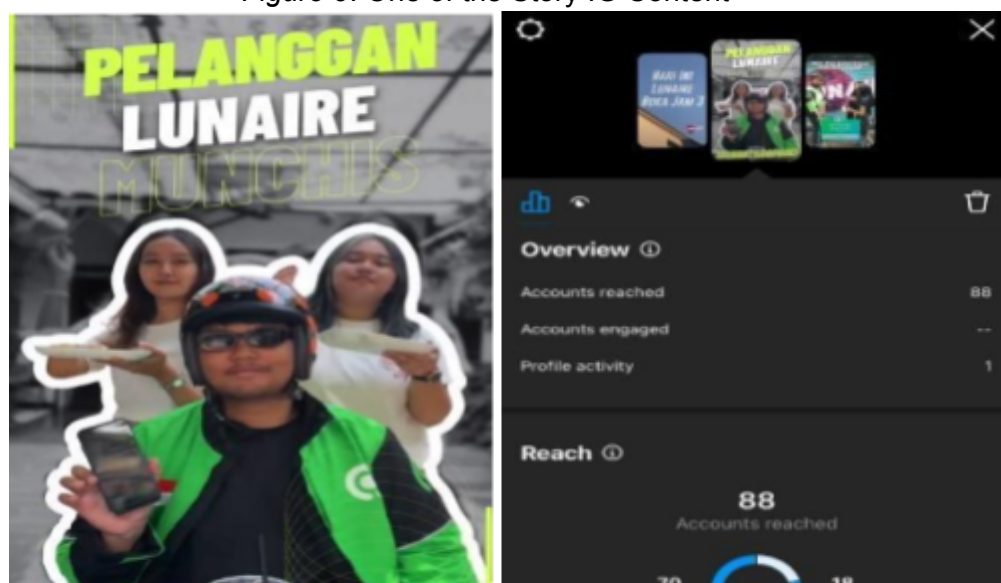
Based on known Instagram insights from September 3 to December 1, there was an increase in reach of 300% or 3,660 visitors and an increase in engagement of 1.29% or 431 visitors. Through Instagram feeds, stories, and reels, the team provides information about the menus in Dimsum Lunaire, best seller menus, and other components.

Figure 8. One of the IG Feeds Content



Source: Private documentation, 2024.

Figure 9. One of the Story IG Content

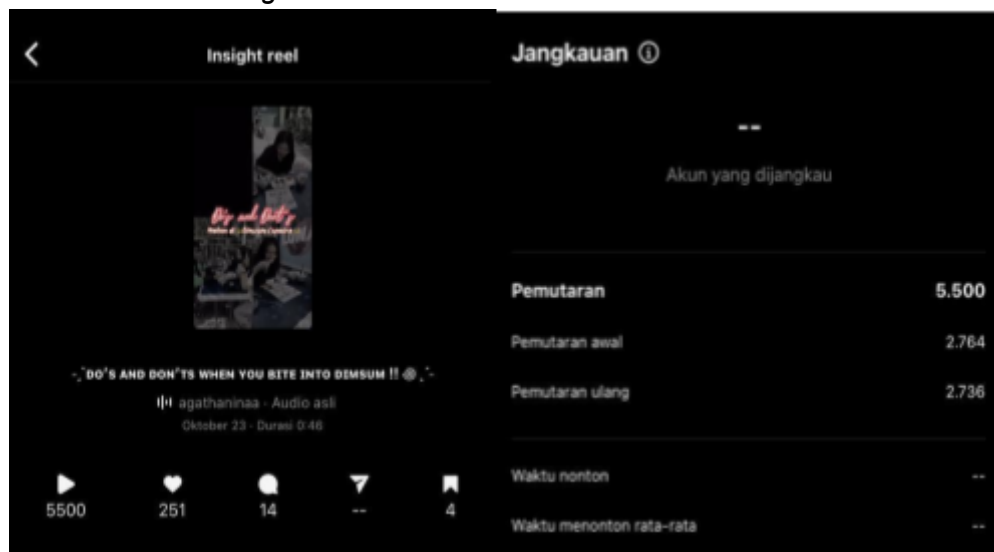




Source: Private documentation, 2024.

In Figure 9, you can see the short story content that is packaged in a comedic manner aims to inform viewers that Dimsum Lunaire can also be ordered through an online application, namely Go-food. This second story output has been reached by a total of 88 viewers with 70 followers and 16 non-followers. Furthermore, there is reels content that provides guidance to buyers about do's and don'ts when enjoying Dimsum Lunaire. This comedically packaged content aims to improve visitor interaction and dining experience and provide a positive image for Dimsum Lunaire MSMEs in the eyes of buyers. The output of this reels video content has been viewed 5500 times with 251 likes and 14 comments.

Figure 10. One of the IG Feeds Reels



Source: Private documentation, 2024.

## Conclusion

In this community service, the implementation of digital marketing for Dimsum Lunaire MSMEs in Salatiga City has had a positive impact. By utilizing various digital platforms, namely websites, Instagram social media, and the application of AI, Dimsum Lunaire MSMEs can improve their product marketing. This is evident by the increase in interaction on social media, the number of customers, and overall sales. The support from digital marketing training also helps MSME owners to make it easier to design and market their products.

Although success has been achieved in the implementation of digital marketing, there are several suggestions, namely, it is necessary to understand more deeply the tastes and target customers so that MSMEs can continue to develop content on the social media they manage. In addition, there needs to be a deep understanding of social media algorithms, as well as the latest digital marketing tools and technologies so that they can be used optimally.

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