Digital Transformation in Street Food Business in Malang: AI Application Training for Content Creation and Effective Promotion Strategies

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Abstract

Purpose: This study investigates the integration of Artificial Intelligence (AI) in digital marketing for street food businesses in Malang, focusing on training housewives to improve content creation and promotion strategies. The research aims to bridge the digital gap for small-scale food vendors by providing essential digital skills and AI tools.

Method: The research employed a mixed-method approach, including pre-training assessments, online training sessions, and personalized mentoring. A total of 20 housewives running street food businesses participated in the training, which was conducted over three months. The AI tools used included Canva AI and Flair AI for photo editing, content creation, and social media optimization.

Practical Applications: The study demonstrates how AI-driven tools can enhance social media engagement, brand visibility, and customer interaction for street food vendors. This initiative provides a model for empowering small business owners to leverage digital marketing tools effectively, contributing to their long-term success.

Conclusion: The training resulted in significant improvements in participants' digital marketing capabilities, with increased confidence in using AI tools. The findings highlight the transformative potential of AI for MSMEs, particularly in enhancing the competitive edge of street food businesses in Malang.

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Introduction

In today's fast-paced digital world, technological advancements are reshaping industries across the globe (Vacchi et al., 2021). For small businesses, particularly those in the food and beverage sector, embracing digital transformation has become vital to remain relevant in a rapidly changing marketplace (Kim et al., 2021). Street food businesses, which have long been a cornerstone of local culture in cities like Malang, are now facing the challenge of adapting to the digital age (Vita et al., 2021). Traditionally, these vendors relied on word-of-mouth marketing and local foot traffic to attract customers (Dewnarain et al., 2021). However, with the increasing importance of online platforms and mobile applications in everyday life, businesses must now leverage digital marketing strategies to stay competitive.

Street food businesses in Malang are largely run by small business owners, many of whom are housewives or mothers who manage both their households and businesses (Halpiah et al., 2021; Najihah et al., 2021). These women often face the dual challenge of managing their homes while striving to grow their businesses (Ogundana et al., 2021). As primary caregivers and key decision-makers in the household, their entrepreneurial spirit drives much of the local street food economy. However, despite their hard work, these vendors often struggle to scale their businesses due to a lack of access to advanced marketing tools, limited technical skills, and the challenges of balancing family responsibilities with business demands (Gunasegaran, 2024). According to a report by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2022), only 17.6 million of MSMEs (Micro, Small, and Medium Enterprises) in Indonesia have adopted digital platforms to expand their reach. While this statistic indicates progress, a significant gap remains in how these businesses, especially street food vendors, utilize digital tools. Many small businesses continue to struggle with the complexities of digital marketing, primarily due to limited knowledge, skills, and resources. This gap underscores the urgent need for upskilling MSME owners, particularly housewives running street food businesses, in digital technologies like Artificial Intelligence (AI), which has the potential to revolutionize marketing efforts.

AI has emerged as a powerful tool for transforming digital marketing strategies. From content creation and social media engagement to customer interaction and sales automation, AI tools offer businesses the ability to streamline operations and engage customers more effectively. Studies show that companies leveraging AI in their marketing strategies have experienced a 30% increase in customer engagement and a 25% improvement in sales (Madanchian, 2024). For street food vendors in Malang, adopting AI technologies can drastically improve their online presence. Platforms like Instagram, with over 95 million active users in Indonesia, and Google My Business can serve as ideal channels for promoting their businesses. By utilizing AI tools for tasks like content creation, photo editing, and crafting personalized campaigns, these vendors can better position themselves in the competitive digital space.

For instance, AI-powered tools like Canva AI and Flair AI can help street food vendors produce high-quality product visuals and manage social media content, which were previously difficult due to resource constraints. These tools enable vendors to create engaging content and tailor marketing strategies to specific customer segments. Additionally, AI can be used to build user-friendly websites for these businesses, providing an online platform for orders and enhancing customer convenience. This article discusses a community service initiative aimed at empowering street food businesses in Malang by providing AI-based digital marketing training. The goal of this project is to equip MSME owners, particularly housewives managing street food businesses, with the knowledge and skills necessary to integrate AI into content creation, social media marketing, and online promotions. By providing vendors with the tools to harness the power of AI, this initiative seeks to bridge the gap between traditional marketing methods and the modern digital world.

The ultimate aim is not only to enhance their brand visibility but also to drive business growth by improving customer engagement and boosting sales. Through this training, we hope to empower these vendors, especially the housewives at the helm of street food businesses, allowing them to navigate the digital landscape confidently and thrive in a competitive market. By supporting street food businesses with AI-driven marketing strategies, the initiative aims to contribute to the sustainable growth of these MSMEs in Malang, ensuring their relevance and success in the digital age.

Method

This community service initiative aimed to empower street food businesses in Malang by equipping them with the necessary knowledge and tools to integrate Artificial Intelligence (AI) into their digital marketing strategies. The primary participants in this initiative were housewives who own and operate street food businesses, with a total of 20 participants joining the program online.

The first step involved conducting a pre-training assessment to identify the specific needs and challenges faced by the participating housewives. This assessment was conducted through online interviews with the business owners to understand their current marketing practices, digital presence, and technological capabilities. Through these interviews, key areas were identified where AI could enhance their business operations, specifically in product photo editing, content creation, and social media engagement. The online format allowed for flexible participation, enabling these women to join the training from their homes, making it easier to accommodate their schedules.

Following the needs analysis, training materials were tailored to address the unique challenges of these participants. The materials covered essential aspects of digital marketing, including the fundamentals of social media marketing, SEO, content marketing, and the effective use of AI tools for creating product photos and engaging content. Participants were introduced to AI-powered platforms like Flair AI and Canva AI for product photography and editing, as well as tools for content creation and scheduling posts on social media. Additionally, the training included guidance on how to build a professional website using Google Sites, allowing them to establish a digital presence for their businesses.

*Figure 1.* Bakso President as an Example of Google Sites

Source: sites.google.com/baksopresidentmalang, 2025.

The training was conducted over three weeks from January to March 2025 through online sessions, enabling the participants to access the material and engage in discussions remotely. Each session combined theoretical knowledge with hands-on practice. The first part of the training focused on product photography and editing. Participants learned how to capture high-quality images of their food products and use AI tools to enhance these images, making them suitable for online marketing. Next, they were taught how to create content for social media platforms like Instagram, including posts, stories, and reels. The vendors also received practical guidance on planning their content using an AI-powered content calendar, which helped them maintain a consistent online presence.

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Figure 2. Instagram Metrics
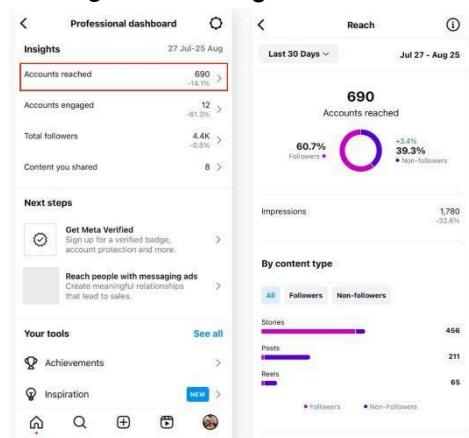
Source: media.sproutsocial.com, 2024.

In addition to content creation, participants learned how to optimize their social media marketing strategies. They were trained to analyze Instagram metrics and use AI tools to increase engagement and reach. The final part of the training focused on website design, where vendors were taught how to create and customize their websites on Google Sites, incorporating sections for their menu, online orders, and contact information.

Figure 3. Before & After Flair AI

Before	After
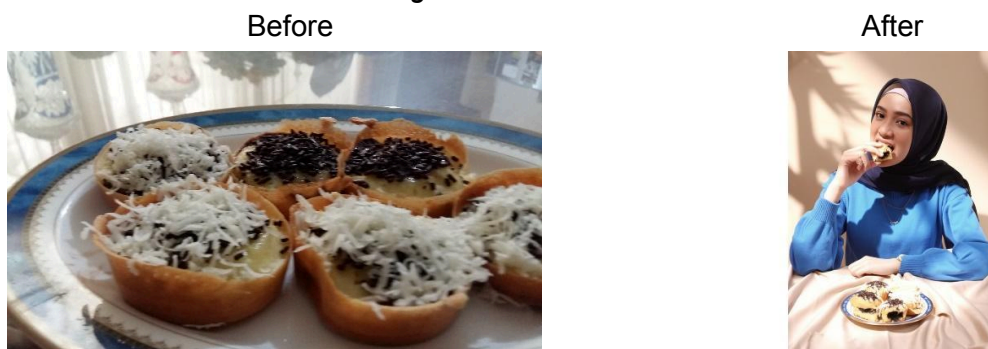
Source: Private documentation, 2025.

After the initial training, each vendor received personalized mentoring to implement the skills they had learned. Mentoring sessions were conducted online, where trainers assisted them with product photo editing, content creation, and website customization. This hands-on support ensured that the vendors could apply the training directly to their businesses.

Figure 4. Picture Generating using DALL-E

Source: Private documentation, 2025.

Finally, at the end of the training program, an evaluation form was distributed to the participants. This allowed the team to assess the effectiveness of the training and AI tools in helping the vendors improve their digital marketing strategies. The feedback provided insights into the participants' satisfaction with the training, their confidence in using AI tools, and the perceived impact on their business, including improvements in brand awareness, customer engagement, and sales.

Result

The implementation of the AI-based digital marketing training for housewives running street food businesses in Malang had a significant impact on their digital marketing capabilities and overall business performance. The training was well received, and the hands-on approach allowed participants to apply the concepts directly to their businesses. The following results highlight the key outcomes of the initiative:

1. Increased Engagement on Social Media

One of the most noticeable improvements was the increase in engagement on social media platforms, particularly Instagram, where many of the street food vendors had been promoting their businesses. After receiving training on content creation and optimization using AI tools, participants reported an increase in reach on Instagram. For example, @malang_menul Instagram account saw a significant boost in visitors, with over 2000 new visitors engaging with the content within a few weeks of implementing the new strategies. Furthermore, there was a 1.5% increase in engagement, measured through likes, comments, and interactions with posts, reaching a total of 400 additional engagements. This increase demonstrates the power of AI-driven content creation and optimization in attracting and engaging customers, which is crucial for the growth of street food businesses that rely heavily on social media as their marketing platform.

*Figure 3.* @malang_menul

Source: Instagram Malang Menul, 2025.

2. Enhanced Brand Visibility and Content Quality

With the support of AI tools like Flair AI and Canva AI, the vendors were able to produce high-quality product photos and design engaging posts that were more visually appealing and consistent with modern digital marketing standards. The vendors now have access to professionally edited product photos that were previously difficult to produce due to limited resources and skills. Additionally, the use of an AI-powered content calendar allowed participants to plan their social media content more strategically, ensuring a steady flow of posts. This has resulted in better brand visibility, as their products are showcased consistently across social media channels, helping them to stand out in a highly competitive market.

Figure 4. @yu'qwetan
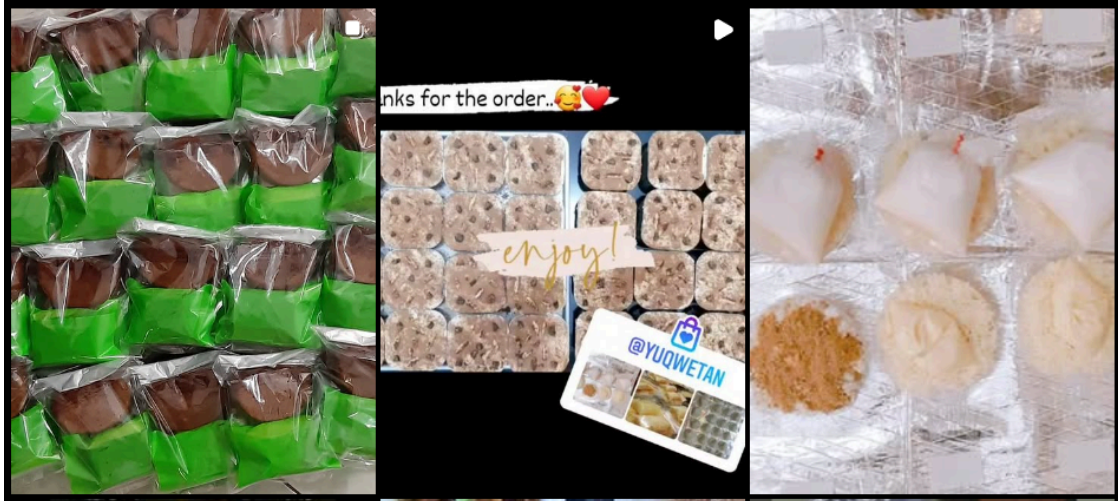
Source: Instagram Yuqwetan, 2025.

3. Increased Website Traffic and Online Orders

After training on website design using Google Sites, each participating vendor was able to build a functional website that showcases their menu, product offerings, and contact details. The website also included online ordering options, integrating platforms like GoFood and GrabFood, making it easier for customers to place orders directly. Although the websites were simple to create, they provided a professional online presence for these street food businesses. Early results showed an increase in website traffic, with many vendors reporting a rise in customer inquiries and online orders. The websites served as a trusted source of information for customers and helped vendors establish credibility in the digital space, which previously lacked.

Figure 5. Menu

Source: Private documentation, 2025.

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4. Improved Vendor Confidence and Digital Skills

A major outcome of the training was the improvement in vendor confidence. The housewives who participated in the program expressed a greater sense of empowerment, as they now felt equipped with the knowledge and skills to manage their digital marketing efforts. The personalized mentoring allowed them to address specific challenges and receive tailored guidance, which reinforced their understanding and practical application of the tools provided. Furthermore, the vendors reported a newfound ability to independently use AI tools for photo editing, content creation, and social media optimization. This skill development is crucial for their long-term success, as it allows them to adapt to digital trends without relying heavily on external support.

Figure 6. Before and After Training
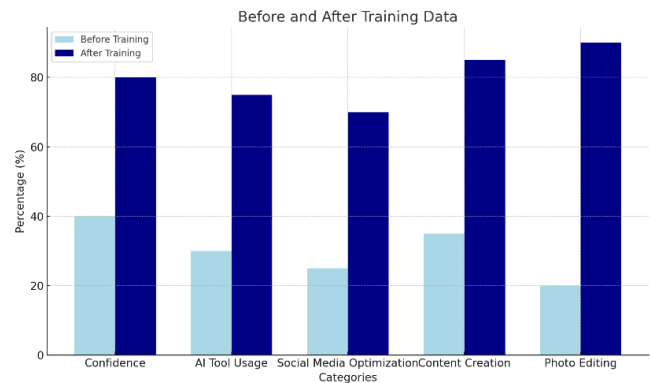
Source: Private documentation, 2025.

5. Positive Feedback and Satisfaction

The overall feedback from the participants was overwhelmingly positive. In the evaluation survey distributed at the end of the program, participants rated the training highly, particularly appreciating the practical approach and the easy-to-use AI tools. The personalized mentoring sessions were also highlighted as a valuable component, as they allowed the vendors to apply the lessons directly to their own businesses. In terms of satisfaction, 90% of participants expressed that they felt more confident in using AI-driven tools for their digital marketing efforts. They also reported that the knowledge gained through the training helped them better understand customer engagement, analyze social media performance, and make data-driven decisions for content creation.

Table 1. Feedback from Participant

Feedback Aspect	Participant Rating (%)
Overall Training Rating	High
Appreciation of Practical Approach	High
Ease of Use of AI Tools	High
Personalized Mentoring Sessions	Valuable
Increased Confidence in Using AI Tools	90%
Understanding of Customer Engagement	Improved
Ability to Analyze Social Media Performance	Improved
Ability to Make Data-Driven Decisions	Improved

Source: Author's work, 2024.

6. Challenges and Areas for Improvement

Despite the successes, there were some challenges. One of the primary difficulties was the initial unfamiliarity with the AI tools, particularly among participants with limited

technical experience. Some vendors needed additional support in understanding how to use advanced features of the tools, which were addressed through extended mentoring sessions. Moreover, while the AI tools helped create high-quality content, some vendors felt they needed more knowledge on the latest social media algorithms and digital marketing trends. Going forward, there is a need to integrate deeper insights into customer behavior analysis and platform-specific strategies to help these vendors stay competitive in the evolving digital landscape.

The training program successfully empowered housewives running street food businesses in Malang to embrace digital marketing, improve their online presence, and enhance their overall business performance. The positive impact of the AI-based training is reflected in the increase in engagement, sales, and confidence among the participants. Moving forward, continued support and deeper learning in social media strategies will ensure sustained growth for these MSMEs.

Discussion

The results of this community service initiative underscore the significant impact of digital marketing and AI tools on enhancing the performance of street food businesses in Malang, particularly those operated by housewives (Azkiya, 2024; Gunasegaran, 2024). This initiative demonstrates how the integration of AI can optimize content creation (Gao et al., 2023), product marketing (Sidi et al., 2024), and social media engagement for local MSMEs (Bag et al., 2022), leading to substantial improvements in their visibility and customer interaction.

The positive outcomes observed, such as increased engagement on social media (Bag et al., 2022), enhanced brand visibility (Sidi et al., 2024), and greater confidence in using digital tools, align with previous studies on the benefits of AI in marketing (Airlangga et al., 2023; Putri et al., 2024; Raisy et al., 2024). For instance, AI-driven content creation tools like Canva AI and Flair AI have proven to be effective in helping MSMEs produce high-quality promotional materials, which directly contributed to the increased social media reach and customer engagement. This is consistent with findings from previous studies, which reported that businesses utilizing AI in their marketing strategies observed a 30% increase in customer engagement (Begum, 2024; Rahaman, 2024; Sayuti et al., 2025). Despite these successes, some challenges remain. The initial unfamiliarity with AI tools was a barrier for some participants, particularly those with limited technical expertise (Shrivastav, 2022; Sidi et al., 2024). However, this issue was mitigated by the personalized mentoring sessions, which helped participants gain hands-on experience and increased their confidence in applying AI tools to their businesses. Moving forward, it is essential to provide more in-depth training on advanced AI features and social media algorithms to ensure the sustainability and adaptability of these businesses in a rapidly evolving digital landscape.

Furthermore, while the introduction of Google Sites and other digital platforms helped vendors establish an online presence, many participants still need to deepen their understanding of customer behavior analysis and platform-specific strategies to maximize the effectiveness of their digital marketing efforts. The AI tools provided a strong foundation, but more advanced knowledge of digital marketing trends and customer insights will be crucial for vendors to maintain a competitive edge. This initiative also highlights the importance of community involvement in the success of such programs. The active participation of the vendors, combined with the mentorship and tailored support provided throughout the training, played a critical role in the positive results observed. The engagement of local communities, especially housewives running street food businesses, ensures that the training is contextually relevant and addresses real-world challenges faced by these businesses.

Overall, the success of this initiative suggests that AI-driven digital marketing tools are highly effective in enhancing the competitiveness of MSMEs, especially in the street food

sector. By bridging the gap between traditional businesses and modern marketing techniques, this program has contributed to the sustainable growth of local businesses, empowering housewives to manage their digital presence and improve their market performance. A significant aspect of the success of this community service initiative was the integration of Flair AI, a powerful AI-driven tool designed to optimize social media content creation. Flair AI helped vendors, particularly housewives running street food businesses in Malang, elevate their social media presence by automating the creation of visually appealing content. The platform allowed vendors to generate professional-grade images and marketing materials quickly and easily, without the need for extensive graphic design skills.

One of the key benefits of Flair AI was its ability to create high-quality product images and promotional posts that captured the attention of potential customers. For instance, Flair AI's image enhancement features enabled street food vendors to produce vibrant, eye-catching photos of their food products, which are essential in the highly visual world of social media marketing. These enhanced visuals not only showcased the food in the best light but also aligned with the aesthetics commonly seen in successful digital marketing campaigns. The AI-powered tool also helped with content scheduling and post optimization. By analyzing the best times to post based on audience engagement patterns, Flair AI enabled vendors to plan and schedule posts to maximize their reach and engagement on platforms like Instagram. This allowed vendors to maintain a consistent and active online presence without the need for constant manual oversight. Furthermore, Flair AI provided personalized content suggestions, helping the vendors craft posts that resonated with their target audience. The tool's ability to analyze trends and recommend content formats, such as Reels or stories, also ensured that the vendors were using the most effective forms of content to engage their followers.

The use of Flair AI not only improved the quality of the content but also empowered the vendors to adopt more advanced social media marketing strategies. As a result, many of the participants reported a noticeable increase in customer interaction, including likes, comments, and direct messages. This directly contributed to improved brand visibility and customer loyalty. While the tool's benefits were apparent, there were still some challenges. A few vendors struggled to fully utilize the advanced features of Flair AI due to their initial unfamiliarity with AI-driven tools. However, this was addressed through the personalized mentoring sessions that were part of the training program, where vendors were guided on how to optimize their posts effectively. Moving forward, further training in AI tools like Flair AI, specifically focused on more advanced functionalities such as customer sentiment analysis, predictive engagement analytics, and multi-platform strategy, would ensure the sustainability and growth of these businesses. With continued support, vendors will be better equipped to leverage these tools to stay competitive and adaptable in the evolving digital marketing landscape.

Conclusion

This community service initiative successfully demonstrated the transformative power of AI-driven digital marketing for street food businesses in Malang, especially those owned by housewives. The training program empowered participants with the knowledge and skills necessary to leverage AI tools for content creation, social media optimization, and building an online presence. As a result, the vendors experienced tangible improvements in their brand visibility, customer engagement, and overall business performance. The key findings from this initiative indicate that the integration of AI tools into digital marketing strategies can significantly enhance the competitiveness of MSMEs, particularly in the street food sector. The personalized mentoring and hands-on approach played a crucial role in enabling the vendors to apply what they learned directly to their businesses, leading to increased confidence in using digital marketing tools and fostering sustainable growth.

Despite the challenges faced, particularly in terms of initial unfamiliarity with

advanced AI features, the overall success of the program demonstrates the potential for AI tools to democratize digital marketing for small businesses. Moving forward, it is recommended that additional training on customer behavior analysis and advanced social media strategies be incorporated to further enhance the digital capabilities of the vendors. The initiative also highlights the importance of community involvement and how local participation can contribute to the long-term success of digital empowerment programs. By equipping housewives with the tools and knowledge to navigate the digital landscape, this project has laid a foundation for the continued growth and success of street food businesses in Malang. We conclude that this initiative has proven that AI is a powerful tool that, when effectively applied, can drive significant growth for street food MSMEs and other similar businesses, making it an essential component of digital transformation in the small business sector.

Acknowledgements

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