

## BOJONG RANGKAS GO DIGITAL: EMPOWERING BAG ARTISANS THROUGH MSME PERSONA STRATEGY AND USER GENERATED CONTENT (UGC)

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### Abstract

The Bojong Rangkas Go Digital program was implemented as a community empowerment initiative for bag craftsmen SMEs in Bojong Rangkas Village, Ciampea District, Bogor Regency, who face limitations in digital marketing. Although these SMEs have stable production capacity, most still rely on conventional sales methods due to low digital literacy and the absence of strong brand identity strategies. To address these challenges, the program adopted a participatory approach through digital literacy training, the development of SME persona strategies, and the utilization of User Generated Content (UGC) by the local community. The activities were conducted in September 2025, involving 18 SME partners, students as facilitators, and local communities as digital content supporters. The results showed significant improvement in the use of social media as a promotional tool, with all SMEs successfully creating or optimizing their business accounts. The craftsmen were also able to produce simple product photos and videos, and compose promotional narratives aligned with their brand identities. Furthermore, the involvement of the local community in generating UGC expanded the marketing reach and increased consumer engagement. In conclusion, the combination of digital literacy, SME persona strategies, and UGC proved effective in strengthening the competitiveness of Bojong Rangkas bag SMEs. This program not only enhanced the technical skills of craftsmen but also fostered the creation of a sustainable community-based digital marketing ecosystem.

**Keywords:** SMEs, Digital Literacy, SME Persona, User Generated Content, Community Empowerment

### INTRODUCTION

Bojong Rangkas Village, Ciampea District, Bogor Regency, has great potential in the bag craft sector with the existence of 18 artisan MSMEs that have been operating for more than ten years on average. The production capacity that is able to reach more than 200 bags per month shows that these MSMEs have a stable production base while making a real contribution to the

local economy. The existence of the business also absorbs the labor of the village community and is fully supported by the village government which places bag crafts as part of the strategy to improve the welfare of the residents.

However, this great potential has not been fully accompanied by adequate marketing capabilities. The survey results show that only about 50% of MSMEs use digital platforms to market products, while most still rely on traditional methods such as direct sales. The lack of digital literacy and skills in utilizing social media causes the market reach of local bag products to be limited. This is a major challenge that has implications for low competitiveness in the midst of digital market dynamics.

In addition, public participation in supporting digital-based marketing is also still low. In fact, the opportunity to take advantage of User Generated Content (UGC)—such as photos, videos, and product reviews—is huge. UGC not only serves as an authentic, cheap, and effective means of promotion, but also has the potential to open up new revenue opportunities for people as digital content creators. The low digital literacy and the lack of optimal community-based marketing strategies are at the heart of partner problems.

Based on these conditions, the Bojong Rangkas Go Digital activity is designed as a solution to improve the competence of bag craftsmen through strengthening the MSME Persona strategy and the use of UGC by local communities. The MSME Persona strategy allows artisans to build a strong brand personality, so that products have a distinctive image and unique selling value. Meanwhile, digital content creation training encourages people to actively participate in marketing while creating a community-based promotion ecosystem.

The purpose of this Bojong Rangkas Go Digital activity is to increase the capacity of bag craftsmen to utilize digital technology more optimally, especially in the marketing aspect. Through digital literacy training, artisans are expected to be able to understand and use social media and other online platforms as an effective means of promotion. In addition, this activity also aims to develop an MSME persona strategy so that each business has a strong and distinctive brand identity, so that it is easier to recognize and able to compete in a wider market. Not only stopping at strengthening branding, this program also encourages the use of User Generated Content (UGC) as one of the community-based marketing strategies. By involving the community as digital content creators, this activity seeks to create a more participatory, cheap, and sustainable marketing ecosystem. Ultimately, this program is not only aimed at increasing product sales and expanding market access, but also to open up new economic opportunities for the surrounding community, while supporting inclusive and competitive village economic growth in the digital era.

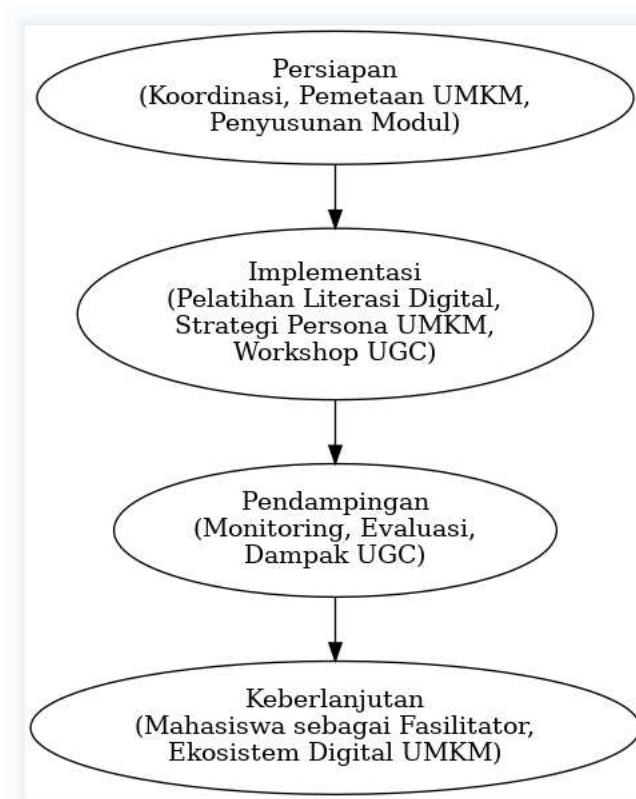
With this approach, the program not only focuses on improving the technical skills of artisans, but also contributes to the achievement of the Sustainable Development Goals (SDGs), specifically SDG 4 (quality education), SDG 8 (decent work and economic growth), and SDG 9 (industry, innovation, and infrastructure). Furthermore, this activity is also in line with the Main Performance Indicators (KPIs) of universities, especially related to student involvement in community service and project-based learning. Thus, through Bojong Rangkas Go Digital, it is hoped that an independent and sustainable digital marketing ecosystem will be created, which will not only increase the competitiveness of bag MSMEs, but also encourage more inclusive and resilient village economic growth in the digital era

## **IMPLEMENTATION METHOD**

The Bojong Rongkas Go Digital community service activity will be held in September 2025 in Bojong Rongkas Village, Ciampea District, Bogor Regency. The implementation method is designed with a participatory approach, which integrates digital literacy training, MSME persona strategy assistance, and the use of User Generated Content (UGC) as a community-based marketing tool. This approach refers to a digital marketing research methodology that emphasizes the role of UGC in shaping consumer perception and purchase intent (Fileri & McLeay, 2014; Awad & Ragowsky, 2017), as well as the digital literacy-based MSME empowerment model that is the focus of PKM activities.

The implementation of activities is divided into three main stages. First, the preparation stage, which includes coordination with the village government, mapping of partner MSMEs, and the preparation of digital literacy training modules and branding strategies. Second, the implementation stage, in the form of direct training to bag craftsmen on creating business social media accounts, simple product photography techniques, marketing narrative preparation, and the application of MSME personas to strengthen brand identity. At this stage, a digital content creation workshop involving the local community was also held, with the aim of producing UGC in the form of photos, short videos, and product reviews. Third, the mentoring stage, namely monitoring and evaluating the implementation of digital strategies by artisans, as well as the initial measurement of the impact of UGC on increasing consumer interaction and sales potential.

To ensure the sustainability of the program, students are actively involved as facilitators in training and mentoring activities. This model is in line with the Main Performance Indicators (KPIs) of universities, which encourage students to play a direct role in project-based community service activities. In addition, the evaluation of activities was carried out through brief interviews, observations, and documentation of digital activities produced by participants. This method adopts the evaluative approach used in UGC research, which assesses the effectiveness of user-generated content in influencing consumer perceptions and attitudes towards products (Andrian & Selamat, 2021). With this implementation design, this activity is expected to increase the digital literacy of bag craftsmen, strengthen MSME branding strategies, and encourage local community participation in producing UGC as a sustainable marketing strategy (Figure 1).



**Figure 1. Implementation Method**

## RESULTS AND DISCUSSION

The Bojong Rangkas Go Digital activity which will be held in September 2025 has resulted in several main achievements related to improving the competence of bag craftsmen in Bojong Rangkas Village. The implementation of the activity involved 18 partner MSMEs who had participated in a series of training, mentoring, and workshops on digital content creation.

The results of the training showed a significant increase in the ability of artisans to use social media as a means of marketing. Before the activity, only about half of the participants had an active business account on the digital platform. After the training, all participants successfully created or optimized their business social media accounts. Participants also began to understand basic techniques of product photography, the preparation of promotional narratives, and the use of interactive features such as stories and reels. These findings are in line with a study by Filieri & McLeay (2014) which emphasized that authentic content from users can increase credibility and attract consumers' attention.

Through mentoring sessions, craftsmen are trained to develop distinctive brand personalities according to product character and target market. Each MSME has successfully compiled a persona profile that includes visual identity, brand values, and communication style. The application of this strategy has been proven to help participants in differentiating their products from competitors. For example, one of the artisans emphasized the uniqueness of the local ethnic design as the main attraction, while the other highlighted the quality of eco-friendly materials. This supports the concept of MSME personas as an effective differentiation strategy in strengthening the product's position in the market.



**Figure 2. Digital marketing workshop for Bojong Rangkas bag artisans**

The digital content creation workshop successfully encouraged the involvement of local communities, especially the young generation of the village, in supporting product promotion. Non-artisan participants are engaged as content creators who voluntarily create photos, videos, and reviews of bag products. The content is then published on social media and receives a positive response in the form of increased consumer interaction. These results reinforce the findings of Awad & Ragowsky (2017) that UGC plays an important role in building consumer trust and encouraging purchase intent. In the context of PKM, the use of UGC has proven to be a cheap, authentic, and effective community-based marketing strategy.

The results of observations one month after the activity showed an increase in digital engagement on the social media accounts of participating MSMEs, both in terms of the number of followers and consumer interaction. Some participants also reported starting to receive orders from new consumers acquired through digital promotions. In addition, a community-based marketing ecosystem is created, where people are not only consumers, but also as promotional agents through UGC. This is in line with the concept of participatory marketing, where consumers and communities play an active role in strengthening the image and competitiveness of products (Andrian & Selamat, 2021).

The achievements of this activity show that digital literacy, MSME persona strategies, and the use of UGC complement each other in increasing the competitiveness of bag MSMEs. Digital literacy serves as the foundation of technical skills, while the MSME persona strategy strengthens product identity. UGC then becomes a promotional channel that expands market reach at a low cost, while increasing consumer trust through content that is considered more authentic than conventional advertising.

**Table 1. PkM Achievements Before and After Bojong Rangkas Activities**

Aspects	Before the Activity	After the Activity
Social Media Use	±50% of artisans use social media	100% of artisans use social media
Active Business Account	Only some have active business accounts	All participants have an active business account
Photography & Content Skills	Limited, only simple documentation	Capable of creating simple product photos/videos
Branding Strategy (MSME Persona)	No brand identity strategy yet	Every MSME has a persona and brand identity
Community Engagement (UGC)	Lack of involvement of the local community	Local communities actively create photos, videos, reviews
Increased Consumer Interaction	Low consumer interaction	Increase in followers & messages through social media

Table 1 shows significant changes in the competence of bag craftsmen in Bojong Rangkas Village after participating in the Bojong Rangkas Go Digital program. Before the activity, the use of social media was still limited with only a small percentage of artisans having active business accounts, branding strategies had not been built, content creation skills were still simple, and community involvement in supporting promotions was relatively minimal. However, after the activity was carried out, all artisans had active business accounts and were able to use social media consistently, photography skills and product content creation increased, each MSME succeeded in building a brand identity through an MSME persona strategy, and the local community was actively involved in producing UGC in the form of photos, videos, and product reviews. Another positive impact is the increase in consumer interaction, which is shown by the increase in the number of followers and orders through digital platforms, thus demonstrating the effectiveness of the program in increasing the competitiveness of MSMEs.

The results obtained from this program are consistent with the findings of previous research on the role of User Generated Content (UGC) in influencing consumer perception and purchase intent. Filieri and McLeay (2014) emphasized that user-generated content has a higher level of credibility than content from brands, making it more effective in forming consumer trust. Similarly, Awad and Ragowsky (2017) show that positive reviews from users can increase purchase intent, while negative reviews can be a significant barrier. In the context of this PKM, the involvement of local communities as content creators has been proven to strengthen the attractiveness of MSME digital marketing because it produces authentic, cheap, and participatory promotions. In addition, these results are also in line with Andrian and Selamat (2021) who emphasize the importance of reducing consumer risk perception in online transactions through the provision of relevant and reliable information. Thus, the Bojong Rangkas Go Digital program not only improves the technical skills of artisans, but also adopts UGC-based marketing practices that are scientifically proven to be effective in expanding market reach and increasing the competitiveness of MSME products.

Theoretically, the results of this PKM are consistent with the literature that confirms the influence of UGC on purchase intent (Filieri & McLeay, 2014; Awad & Ragowsky, 2017) and the relevance of consumer risk perception in online transactions (Andrian & Selamat, 2021). Practically, this activity shows that a community-based participatory approach is able to strengthen MSME marketing while opening up new economic opportunities for the community

as digital content creators.

## **CONCLUSION**

The Bojong Rangkas Go Digital program has succeeded in achieving its main goal of improving the competence of bag artisans in Bojong Rangkas Village through strengthening digital literacy, developing MSME persona strategies, and utilizing User Generated Content (UGC) by local communities. After the activity, all participants were able to use social media as a means of marketing, have an active business account, and master basic digital content creation skills. In addition, each MSME has managed to build a stronger brand identity, which differentiates their products in an increasingly competitive market. The use of UGC by local communities has proven to be effective in expanding product promotion in an authentic, inexpensive, and participatory manner, while increasing consumer interaction and opening up new order opportunities.

With these achievements, this activity shows that a combination of digital literacy, branding strategies, and UGC can be an effective approach to strengthen the competitiveness of MSMEs. Practically, the program has a real impact on increasing the marketing of bag products, while academically, the results reinforce the literature that affirms the important role of UGC in influencing consumer confidence and purchase intent.

For MSME artisans, it is necessary to maintain consistency in managing social media accounts, updating content regularly, and continuing to develop creativity in promoting digital-based products.

1. For local communities, involvement in producing UGC can be expanded into new business opportunities, such as creative content creation services or collaborations to promote local products.
2. For village governments and companion institutions, similar programs can be continued with the support of digital facilities and advanced training to maintain the sustainability of the marketing ecosystem.
3. For universities, this activity can be a service model that integrates the role of lecturers and students in digital literacy-based community empowerment, while strengthening the achievement of Key Performance Indicators (KPIs).

Thus, the sustainability of collaboration between artisans, communities, village governments, and universities is key to ensuring that this program can have a long-term impact on increasing the competitiveness of MSMEs and inclusive economic growth in Bojong Rangkas Village.

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