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Article

Workshop on Digital Marketing and the Utilization of Coconut Waste

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Abstract

This outreach activity aims to enhance the competitiveness of MSMEs in Nagari Koto Baru through digital marketing and the utilization of coconut waste. There are limitations in market reach, and the community's utilization of coconut waste has not yet been optimized. The methods employed in this activity include workshops and outreach sessions involving MSME operators, featuring guest speakers who are community leaders and business practitioners. This initiative has resulted in improved understanding among SME operators regarding digital marketing. Abundant coconut waste can be developed into economically valuable products. This initiative holds potential for fostering SME development, creating new business opportunities, and supporting environmental conservation.

INTRODUCTION

MSMEs make a significant contribution to regional and national revenue by developing flagship products that play a vital role in a region's economic growth (Mariska et al., 2023). Given the flagship products produced by MSME operators, there is a need for marketing strategies that can reach a broader market. One way to disseminate and enhance the competitiveness of existing products is through digital marketing, which aims to reach a broader market and audience with existing SME products. Digital marketing is a key strategy for promoting brands or products. This strategy is considered the most effective promotional activity for all types of businesses, including Micro, Small, and Medium Enterprises (MSMEs) (Umrina et al., 2023). The utilization of coconut waste has also become a focus for students participating in the Community Service Program (KKN) in Nagari Koto Baru to utilize waste generated by MSMEs. Speakers were invited from community leaders and MSME operators who have successfully utilized this coconut waste. The workshop aimed to spark community interest in utilizing existing waste and fostering new MSMEs, thereby increasing the income of Nagari Koto Baru.

According to Saleh et al. (2025), training based on local potential has proven effective in fostering a spirit of self-reliance while encouraging active community participation in economic and social activities. These activities not only provide knowledge and technical skills but also create opportunities for the development of productive enterprises, cultural preservation, and the reinforcement of local values that are deeply rooted within the community. These efforts align with the overarching objective: to develop existing SMEs in Nagari Koto Baru so that SME operators can enhance their soft skills and utilize available technology to the fullest extent.

After conducting the Community Service Program (KKN) for nearly a month in Nagari Koto Baru, the students realized that one of the community's most pressing needs is learning how to conduct efficient marketing and access broader markets. Additionally, based on the existing SME activities, there is still a significant amount of waste from SME products that has not been properly utilized. Through this workshop, it is hoped that the community can expand their digital marketing reach and utilize the available coconut byproducts, thereby helping to protect the environment and foster the creation of new SMEs in Nagari Koto Baru.

EXPERIMENTAL SECTION

This community service activity was carried out through outreach sessions, tutorials, and discussions. The workshop covered topics such as digital marketing strategies and the utilization of coconut waste. Preparations began with research into the challenges faced by SMEs in Nagari Koto Baru. After conducting a series of studies, the identified challenges included the limited market reach of existing SMEs, which prompted the students to organize this workshop. Additionally, the discovery of significant amounts of unused coconut waste inspired the students to create a workshop aimed at utilizing this waste and fostering the development of new SMEs in Nagari Koto Baru.

The program's implementation in Nagari Koto Baru, Padang Sago Subdistrict, was divided into two areas: education and technology. Activities in the education sector focused on expanding knowledge regarding methods for processing existing coconut waste. In the technology sector, the focus was on how to utilize technology for marketing existing SME products.

The methods employed in the community service activities are as follows:

1. Community empowerment

Empowering the community regarding the importance of utilizing existing coconut waste as a new source of income, thereby helping to alleviate poverty and unemployment.

2. Analysis of local village potential and program outreach

The analysis was conducted through direct observation of existing SMEs in the village. Recognizing the numerous challenges faced by these SMEs, students initiated efforts to provide solutions through outreach activities.

3. Community Training

The training aimed to equip the community with knowledge regarding the benefits and objectives of the workshop itself.

4. Activity Mentoring

Mentoring was conducted to monitor and evaluate the activities, as well as to broaden the students' own perspectives.

5. Formation of a Working Team

A team was formed, with members assigned to conduct outreach activities and manage waste processing, to enhance the students' creativity and share their knowledge with the community.

RESULT AND DISCUSSION

Educational factors pose a barrier for the community of Nagari Koto Baru in terms of utilizing available technology. Limited access to education and the low level of education and skills among the community present a significant challenge in the development process (Aliyyah et al., 2021). Education is an effort to improve the quality of human resources in utilizing technology in this digital age (Widianto et al., 2021). The lack of enthusiasm among residents regarding this workshop also posed a challenge for the KKN students themselves in delivering the material. This lack of interest meant that the intended message was not widely disseminated, and the resulting impact was insignificant. The fact that the community still prioritizes farm work is another obstacle. This is because the community lacks interest in developing new MSMEs. The community's lack of interest in the arts also poses a challenge for students in conducting the workshop.

The activities carried out in Nagari Koto Baru, Padang Sago Subdistrict, Padang Pariaman Regency, are as follows:

1. Technology

Conducting a workshop on how to market products using available technology. Students explained the benefits and advantages that MSME owners can gain by marketing through social media. Students also provided tutorials on how to create accounts and how to market through existing social media platforms. It is hoped that these presentations will spark interest and provide benefits to the SME operators themselves.



Figure 1. Workshop Materials

2. Education

Presenting information on how to utilize existing coconut waste through the arts. The students also invited experts in their respective fields as guest speakers. The workshop included hands-on demonstrations led by community members present during the event. It is hoped that this workshop will spark interest among the community regarding waste management and foster the emergence of new small and medium-sized enterprises (SMEs) in the village of Koto Baru. Consequently, it is also expected to create new job opportunities and reduce the current unemployment rate.



Figure 2. Presentation by the speaker



Figure 3. Students try their hand at making handicrafts

CONCLUSION

Based on the discussions presented, the following conclusions can be drawn from the workshop:

1. After observing the MSMEs in Nagari Koto Baru, the KKN students identified a problem: the limited market reach of the MSME operators themselves. Consequently, this workshop was organized with the aim of helping MSME operators expand their markets.
2. The community's lack of interest in the arts posed a challenge for the students in conducting a workshop on the utilization of coconut waste. This became one of the obstacles encountered by the students.
3. The significant amount of coconut waste that remains unused by the community served as the primary reason for the students to organize this workshop. Its objectives are to protect the environment and foster the emergence of new SME operators within Nagari Koto Baru itself.

Based on the above discussion, we offer the following recommendations for evaluation in future Community Service Programs (KKN) as well as for the village government:

1. The village head and village officials should prioritize waste management as a key focus for developing new SMEs and preserving the existing environment.
2. With the information provided on technology use, it is hoped that SME operators can make the best possible use of technology to expand their markets.

The village head and village officials can maximize the use of available resources to advance the village and foster a spirit of new SMEs within the community.

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