



**DIGITAL MARKETING STRATEGIES FOR GREEN HEALTHY BEVERAGE
DIVERSIFICATION: FROM INNOVATION AND ABSORPTIVE CAPACITY PERSPECTIVE****By****Dewi Puspaningtyas Faeni¹, Herni Pujiati², Yohanes Ferry Cahaya³****^{1,2,3}Faculty of Postgraduate in Master's Degree in Management Universitas Dirgantara
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Abstract: *This Community Service Program (PKM) was carried out to support the development of small and medium enterprises (SMEs) in healthy beverages, focusing on date milk products. The partner, Naning's Catering in Ciputat Timur, South Tangerang, produces herbal drinks based on date milk, which have strong potential as functional foods due to their nutritional and health benefits. Despite increasing demand, the business faces challenges in semi-manual production, limited packaging design, and underutilization of digital marketing platforms, reducing competitiveness. The PKM team from Universitas Dirgantara Marsekal Suryadarma, together with students, provided solutions through three main activities: (1) improving production capacity with appropriate technology, (2) strengthening business management via training in analysis and marketing strategies, and (3) enhancing branding and digital promotion to expand market reach.*

INTRODUCTION

The urgency of this program lies not only in improving the quality of date milk products but also in its broader socio-economic impact. Through product diversification and digital marketing strategies, Naning's Catering is expected to increase sales, expand distribution networks, and create employment opportunities for the surrounding community. These outcomes align with the Key Performance Indicators (IKU) of higher education institutions and contribute to the achievement of the Sustainable Development Goals (SDGs), particularly SDG 1 (no Poverty), SDG 2 (0 Hunger), SDG 3 (Good Health and Well Being), SDG 4 (Quality Education), 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 10 (Reduce Inequalities) and SDG (Consumption and Production).

Analysis of Existing Conditions of Naning Catering**Production Aspect**

The production process at Naning's Catering remains semi-manual, relying on



household-level equipment such as domestic blenders and standard plastic containers. This reliance on basic tools restricts production capacity, with the enterprise averaging only 350 bottles per month—far below the potential market demand. Furthermore, the semi-manual approach results in inconsistent product quality and extended processing times per batch. Food safety and hygiene standards are not fully assured, as mixing, packaging, and labeling are conducted manually, increasing the risk of non-compliance with quality standards. Packaging is limited to simple plastic bottles with non-waterproof stickers, which are easily damaged and lack professional appeal. This reduces competitiveness, especially when compared to other functional beverage producers who employ modern packaging technologies and professional design.

Business Management Aspect

From a managerial perspective, Naning's Catering faces significant limitations in financial and strategic planning. The enterprise still relies on manual bookkeeping, which provides only a fragmented view of cash flow, production costs, and net profit. This makes it difficult to evaluate performance, set accurate pricing, and plan sustainable growth strategies. Moreover, the absence of structured short-term and long-term business plans means that strategic decisions are often based on intuition or immediate needs rather than systematic market analysis or financial data. Such practices expose the enterprise to risks, particularly in an increasingly competitive market environment.

Digital Marketing Aspect

The most pressing challenge lies in digital marketing. Naning's Catering has not yet developed a structured or consistent marketing strategy. Social media accounts are poorly managed, with irregular content updates and weak branding efforts, limiting the visibility of date milk products as functional beverages. The absence of a digital product catalog further restricts consumer access to information on product variants, pricing, and health benefits. This lack of accessible information reduces consumer trust and narrows sales opportunities, despite the growing societal trend toward healthy beverage consumption. In the digital era, online catalogs and product information systems are critical for enhancing visibility, credibility, and competitiveness.

Human Resource Aspect

Human resources (HR) play a critical role in determining the success of small and medium enterprises (SMEs), including Naning's Catering. At present, the enterprise employs a production team of five individuals who are responsible for daily operational activities, ranging from raw material processing to product packaging. However, the workforce composition remains heavily concentrated on production, while essential functions such as business management, digital marketing, and administration lack dedicated personnel. This imbalance places a disproportionate burden on the owner, who must simultaneously act as production supervisor, distributor, and strategic decision-maker.

From a managerial standpoint, the absence of a clear division of labor and organizational structure further complicates operations. Without even a basic organizational framework, coordination among team members is inefficient, decision-making processes are delayed, and accountability in task execution is limited. The lack of role specialization risks stagnation, as the enterprise's growth is constrained by the owner's capacity to manage multiple responsibilities.



Potential and Urgency

Despite these challenges, Naning's Catering demonstrates strong potential due to the rising trend in healthy beverage consumption. Date milk products offer distinctive value as functional foods, combining nutritional benefits with health-promoting properties, positioning them as promising products in both local and national markets. The urgency of intervention lies in the need for strategic breakthroughs that can ensure sustainable business growth, enhance community welfare through job creation, and align with broader development goals. Specifically, this initiative supports the achievement of Sustainable Development Goals (SDGs), particularly SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 3 (Good Health and Well Being), SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 10 (Reduce Inequalities) and SDG 12 (Responsible Consumption and Production).

Here's a fully elaborated academic English version of your "Problems and Solutions" section, structured into cohesive paragraphs suitable for journal publication:

Problems and Solutions**Production Aspect**

Naning's Catering continues to face significant challenges in its production process. The enterprise relies on simple household equipment, which restricts production capacity and results in inconsistent product quality. Packaging remains basic and visually unappealing, reducing competitiveness in the functional beverage market. Furthermore, product diversification has not yet been pursued, with the business offering only the original date milk variant. This limits market opportunities, as consumer demand increasingly favors variety and innovation.

To address these issues, training in the use of appropriate technology is proposed to enhance production efficiency and capacity. Redesigning packaging with durable, water-resistant materials and professional digital printing will improve product appeal. Additionally, introducing diversified product lines, such as flavored date milk variants, will expand market reach and strengthen competitiveness.

Business Management Aspect

From a managerial perspective, financial recording is still conducted manually and lacks structure, making it difficult to monitor cash flow, production costs, and net profit. The absence of both short-term and long-term business plans means that strategic decisions are often based on intuition rather than systematic analysis. Moreover, standard operating procedures (SOPs) for production and distribution have not been established, leading to inefficiencies and potential risks.

Solutions include training in digital financial management using simple tools such as Excel to improve transparency and accountability. The preparation of structured business plans, supported by data-driven analysis, will provide clearer direction for sustainable growth. Establishing SOPs will also ensure consistency, efficiency, and compliance with quality standards.

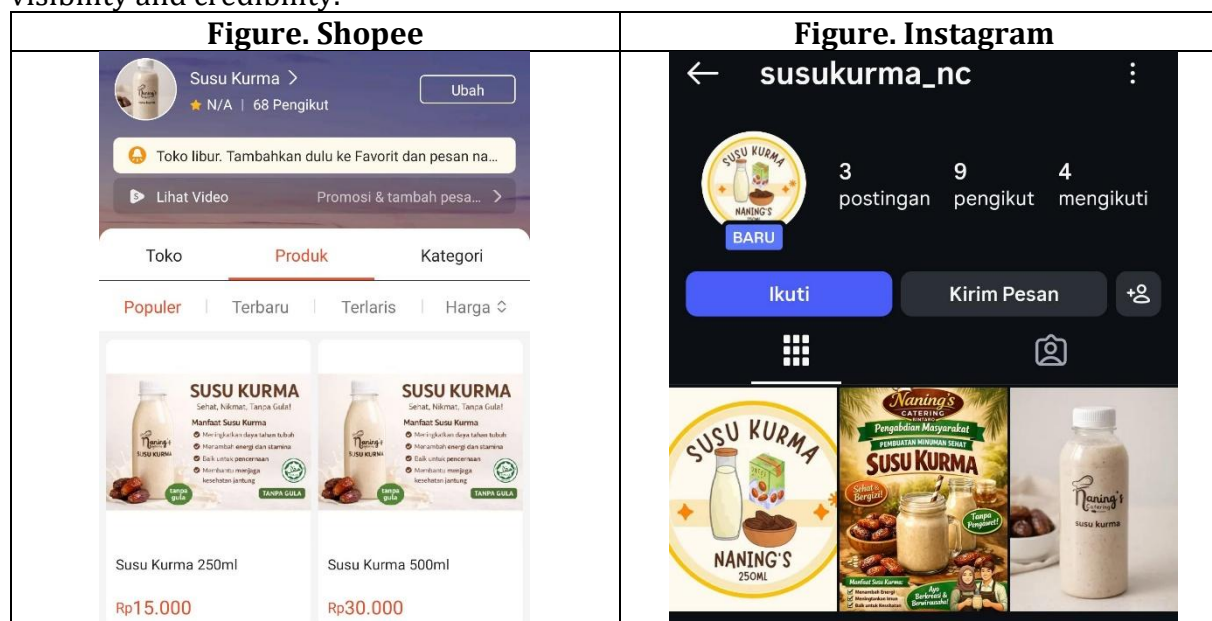
Digital Marketing Aspect

Marketing remains one of the weakest areas of the enterprise. The absence of a structured digital marketing strategy has resulted in poorly managed social media accounts, irregular promotional content, and weak branding. Furthermore, the lack of an online product catalog limits consumer access to information about product variants, pricing, and



health benefits, thereby reducing trust and restricting sales opportunities.

To overcome these challenges, training in digital marketing strategies is essential, including social media management and creative content development. Integrating products into popular online marketplaces will expand consumer reach and improve sales performance. Strengthening branding through consistent digital promotion will also enhance product visibility and credibility.



Human Resource Aspect Human resources remain concentrated in production, with five employees handling operational tasks. However, there are no dedicated personnel for business management or digital marketing, leaving the owner to assume multiple roles, including production supervision, distribution, and strategic decision-making. This lack of role specialization creates inefficiencies and risks stagnation. Furthermore, knowledge of modern management practices, branding, and digital marketing is limited, and there is no clear division of tasks within the team. Proposed solutions include training employees in business management, branding, and digital marketing to broaden their competencies. Establishing a simple organizational structure with clear role distribution will improve coordination and accountability. Continuous mentoring will also help employees adapt to technological developments and market competition, ensuring long-term sustainability.

Figure. Management Training





Results of Program Implementation and Resolution of Key Aspects

The implementation of the Community Service Program (PKM) on product diversification and the enhancement of healthy beverages through digital marketing and functional food development with

METHOD

Method and Five Stages of Implementation

Method of Implementation

The implementation of this Community Service Program (PKM) employed a participatory and collaborative approach involving the proposing team, university students, and the partner enterprise, Naning's Catering. The participatory dimension was realized by actively engaging the partner in every stage of the program, beginning with problem identification, followed by planning, execution, and evaluation. Meanwhile, the collaborative aspect was reflected in the synergy between academics, students, and business practitioners, ensuring that the solutions developed were both practical and sustainable.

Several methods were applied throughout the program. First, observation and situational analysis were conducted to identify the existing conditions of the partner, covering production, business management, digital marketing, and human resources. Second, training and mentoring sessions were organized to strengthen both technical and managerial capacities. Third, appropriate technology was introduced to improve efficiency in production and marketing processes. Finally, evaluation and monitoring were carried out periodically to assess progress and provide recommendations for continuous improvement.

Stages of Implementation

The PKM activities were structured into five main stages. The first stage, preparation and planning, involved coordination between the university team and the partner to agree on objectives, develop a work plan, schedule activities, and allocate tasks. Supporting facilities and training materials were also prepared at this stage. The second stage focused on situational analysis and problem identification, which included direct observation of production processes, business management practices, and marketing strategies to determine the core challenges faced by the enterprise.

The third stage consisted of training and knowledge transfer. This included managerial training on business management and digital marketing strategies, as well as technical training for the production team on the use of appropriate technology to enhance capacity and product quality. The fourth stage was solution implementation and mentoring, where technologies such as improved blending equipment and water-resistant packaging design were introduced. The partner was also assisted in creating an online product catalog and integrating products into digital marketplaces, while intensive mentoring was provided for social media management and branding.

The fifth and final stage was evaluation and monitoring. Regular assessments were conducted to measure achievements in production, business management, and digital marketing. Based on these evaluations, recommendations were formulated to ensure the sustainability of the enterprise beyond the PKM program.

Expected Outcomes

Through this structured method and staged implementation, Naning's Catering is expected to achieve several outcomes. These include increased production capacity and



improved product quality, the establishment of a more professional and structured business management system, and the optimization of digital marketing to expand market reach. Additionally, the program aims to develop more competent human resources capable of managing the enterprise effectively. Beyond these direct benefits, the initiative is anticipated to generate socio-economic impacts, such as increased income and improved welfare for the surrounding community.

Naning's Catering proceeded according to the planned stages. The outcomes demonstrate tangible progress in production capacity, business management, digital marketing optimization, and human resource development. Each aspect addressed during the program yielded measurable improvements.

Production Aspect

Production mentoring resulted in significant improvements in efficiency and hygiene. The introduction of more effective equipment, such as industrial-grade blenders and supporting tools, accelerated the production process and ensured greater consistency in product quality. Packaging was redesigned using water-resistant stickers and visually appealing labels, enhancing product attractiveness and competitiveness in the marketplace. Furthermore, product diversification was initiated through trials of new flavor variants and the development plan for instant powdered date milk, expanding potential market opportunities.

Business Management Aspect

In terms of management, the partner received training in digital financial recording using simple applications, allowing clearer monitoring of cash flow and profit margins. Together with the PKM team, short-term and long-term business plans were developed, incorporating sales targets, distribution strategies, and product development goals. Standard operating procedures (SOPs) for both production and distribution were also established, ensuring greater consistency, efficiency, and structured workflow.

Figure. Financial System



Digital Marketing Aspect

Digital marketing activities marked a major transformation. Previously, Naning's Catering lacked social media presence and online catalogs. The PKM team assisted in creating a comprehensive online product catalog, providing detailed information on product variants, pricing, and health benefits. Products were integrated into popular marketplaces such as Shopee, thereby expanding consumer reach. Additionally, an Instagram account was established to support promotional activities, with tailored strategies for branding and

consumer engagement.

Human Resource Aspect

The production team of five employees participated in training sessions on business management, branding, and digital marketing. A clearer division of responsibilities was introduced, reducing the workload previously concentrated on the owner. A simple organizational structure was established, assigning personnel to production, administration, and marketing roles. This restructuring improved coordination, accountability, and professionalism, while also strengthening the enterprise's capacity to adapt to market competition.

Impact and Resolution

Overall, the program produced significant improvements across all targeted aspects. Production capacity and product quality increased, packaging became more competitive, business management systems were more structured, and digital marketing strategies were effectively implemented. Human resources were also strengthened through training and organizational restructuring. These outcomes position Naning's Catering to compete more effectively in the functional beverage market, supported by modern promotional strategies and sustainable management practices.

Figure. Product Output



DISCUSSION

Delivery of Technology and Innovation to the Community

Technology and Innovation Products (Hard and Soft)

The PKM program introduced both hard and soft technology innovations to strengthen the capacity of Naning's Catering and extend benefits to the wider community. Hard technology products focused on physical tools and equipment that improved efficiency, hygiene, and product appeal. These included the use of high-capacity blenders with greater durability to accelerate the mixing process of date milk, food-grade plastic bottles combined with water-resistant labels featuring modern graphic designs to enhance branding, and simple automatic bottle sealers to improve distribution efficiency and product safety.

Soft technology products emphasized systems, methods, and applications that supported business management, digital marketing, and human resource development. Key innovations included the adoption of digital financial management applications to monitor cash flow, production costs, and profits in real time; the activation of social media platforms with creative content such as photos, videos, and consumer testimonials; and integration into popular marketplaces such as Shopee to expand distribution. Additionally, training in



business management, branding, and digital marketing was provided to the production team, accompanied by intensive mentoring in social media management and promotional performance evaluation.

Implementation of Technology and Innovation

Hard technology products were delivered directly to the partner through training and hands-on practice at the production site. Demonstrations ensured that the partner understood the operation, maintenance, and benefits of the new equipment. Soft technology products were implemented through workshops, mentoring sessions, and simulations, enabling the partner to apply digital management systems and marketing strategies in real time.

To ensure that the innovations extended beyond the partner enterprise, a delivery strategy was adopted. Knowledge dissemination was conducted through local seminars and academic publications, while students were actively involved in content creation, production assistance, and social media management. Naning's Catering was positioned as a model SME integrating technology and innovation in the healthy beverage sector, providing a replicable framework for other enterprises and generating a multiplier effect in the surrounding community.

Community Relevance and Participation

The PKM program holds strong relevance for the community, particularly SMEs in the functional food sector. Beyond improving production and marketing capacity, the initiative generated broader socio-economic impacts. The development of date milk products as functional foods contributes to public health by enhancing stamina, supporting digestive health, and providing additional nutritional intake. Economically, the expansion of production capacity creates opportunities for local employment, thereby increasing household income and contributing to poverty alleviation. Strengthening SMEs as pillars of the local economy ensures resilience, innovation, and adaptability to technological change. The program also aligns with Sustainable Development Goals (SDGs), specifically SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure). Community participation was evident at multiple levels. The partner SME was actively engaged in problem identification, training, and solution implementation. Students contributed by managing social media, producing digital content, and assisting with marketplace integration, thereby reinforcing knowledge transfer from academia to society. The surrounding community participated as early consumers, providing feedback on product quality, and some members were involved in distribution activities, creating new employment opportunities.

Figure. Poster



Impact and Productivity

The PKM program delivered substantial benefits to the partner, students, and the wider community. For Naning's Catering, production capacity increased through the use of appropriate technology, branding was strengthened with improved packaging and creative digital content, and market reach expanded through marketplace integration and social media activation. Business management became more structured with digital financial recording and the preparation of business plans. They gained skills in digital marketing, branding, and SME mentoring, while enhancing analytical, communication, and teamwork abilities. For the community, functional food products contributed to healthier lifestyles, while the growth of the enterprise created new employment opportunities and inspired other SMEs to adopt innovation.

Productivity also improved across multiple dimensions. Production output increased beyond the previous average of 350 bottles per month, with greater efficiency in mixing and packaging. Business management productivity was enhanced through real-time financial monitoring and clearer organizational structures. Digital marketing productivity rose with improved product visibility and expanded distribution channels. Human resource productivity strengthened as the production team became more competent and responsibilities were more evenly distributed. Collectively, these outcomes positioned Naning's Catering as a more competitive and sustainable enterprise, while generating socio-economic benefits for the surrounding community.

Figure. Youtube Video Posting



<https://youtu.be/YGuMaGCoFe4?si=6bRNpmnhjBaY1iTe>

CONCLUSIONS

The implementation of the Community Service Program (PKM) on product diversification and the enhancement of healthy beverages through digital marketing and functional food innovation with Naning's Catering has demonstrated significant progress across multiple dimensions. The introduction of appropriate production technology improved efficiency, hygiene, and product quality, while redesigned packaging enhanced branding and market competitiveness. Business management practices were strengthened through digital financial recording, structured business planning, and the establishment of standard operating procedures. Digital marketing strategies, including social media



activation and marketplace integration, expanded consumer reach and visibility. Human resources were also developed through targeted training, clearer role distribution, and organizational restructuring, resulting in improved professionalism and team effectiveness. Beyond the enterprise, the program generated broader socio-economic impacts. The development of functional food products such as date milk contributes to healthier lifestyles, while the expansion of production capacity creates employment opportunities and strengthens local economic resilience. Collectively, these outcomes support the achievement of Sustainable Development Goals (SDGs), particularly SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 3 (Good Health and Well Being), SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 10 (Reduce Inequalities) and SDG 12 (Consumption and Production).

In conclusion, Naning's Catering has become a model of SME transformation through technology adoption, innovation, and collaborative engagement. The PKM program not only enhanced the competitiveness of the enterprise but also delivered tangible benefits to students and the surrounding community, ensuring sustainability and replicability for other SMEs in the functional food sector.

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