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Strengthening coastal women's enterprises through mangrove batik innovation and digital marketing

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ABSTRACT

The Melati Women's Economic Enterprise Group in Berakit Village, Bintan Regency, produces stamped batik and ecoprint inspired by mangrove ecosystems. Before the program, product promotion relied primarily on local networks and word of mouth, with limited packaging, branding, and digital media, while sales were recorded manually. This community service program aimed to strengthen the group's capacity in branding, packaging, product photography, digital promotion, website-based catalog management, and transaction recording. Conducted from April to November 2026, the activities included needs assessment, training, hands-on practice, mentoring, monitoring, and evaluation. The main training session was held on August 26, 2026, at Berakit Village Hall. Program outputs included redesigned packaging and product identity, promotional photographs and social media content, a website-based product catalog with ordering information, and improved transaction-recording practices. Observations and interviews indicated qualitative improvements in five areas: branding, packaging, digital promotion, product photography, and sales record management. However, the absence of numerical pre- and post-assessment scores, website analytics, and verified sales and income data prevented the measurement of changes in market reach or business performance. The results demonstrate the practical adoption of promotional and management tools, although further quantitative evaluation is required to assess their economic impact.

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1. INTRODUCTION

The Melati Women's Economic Enterprise Group (Kelompok Usaha Ekonomi Perempuan: KUEP Melati) is a women's enterprise group located in coastal area of Berakit Village, Teluk Sebong District, Bintan Regency, Riau Islands. Established in October 2024, the group develops unique stamped batik and ecoprint inspired by the flowers and propagules of *Rhizophora stylosa*. This inspiration is based on an initiative conducted previously in Berakit Village, called Women's Empowerment and Mangrove Ecosystem Restoration Program. Its members consist of coastal women, many of whom are homemakers who participate in coastal-related productive activities to supplement household income. Administratively, the group has a formal basis through Berakit Village Head Decree No. 84 of 2024 and a Business Identification Number (NIB).

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The development of mangrove-based batik has the potential to strengthen the creative economy of coastal communities. The utilization of mangroves as a source of natural dyes has been examined in several studies and has demonstrated the availability of natural compounds, including tannins, to produce colors for textile products. Willian et al. (2024) demonstrated the use of *Ceriops tagal* as a natural dye in the production of ecoprint batik, while Anggraeni et al. (2023) investigated the utilization of mangrove waste as a natural dye using several types of mordants. Furthermore, the use of mangrove-derived materials as natural fabric dyes can be further developed to support community-based economic activities (Setiajiati et al., 2023). This potential gives mangrove batik economic value while allowing it to represent the ecological and cultural identity of coastal communities.

The initial assessment identified four practical challenges in developing mangrove batik economic value: limited skills in business management and marketing, packaging and branding that did not yet communicate a consistent product identity, reliance on local networks and word-of-mouth promotion rather than integrated digital channels, and basic, manually maintained sales records. In addition, before the intervention, the women's group had no integrated website-based catalog that can help promote their products. These baseline observations were gathered through coordination, observation, and discussion with the partner, rather than through a quantified business survey. Consequently, they describe the documented starting conditions but do not provide numerical estimates of production, sales, or household income (Wibowo et al., 2023).

Strengthening branding, packaging, visual quality, and digital marketing is one approach that can be implemented to address these challenges. Capacity building and innovation of mangrove-based batik products, encompassing training, packaging development, branding enhancement, and digital marketing, can help improve partners' understanding and skills in introducing their products to a wider market (Wahyuni et al., 2022; Winatha et al., 2023). Assistance in packaging and digital branding for coastal communities has demonstrated the importance of packaging innovation and digital media utilization in enhancing product appeal and expanding the marketing reach of coastal community products (Wijayanti et al., 2024). Meanwhile, empowerment initiatives involving KUEP Melati through batik production suggest that skills training combined with entrepreneurship development can strengthen women's economic capacity (Puspitadewi et al., 2024).

This service program aims to strengthen KUEP Melati's practical capacity to market mangrove-based batik through four observable outputs: (1) Packaging and branding that display a recognizable product identity; (2) Product photographs and promotional content suitable for digital use; (3) A website catalog and social media channels that the group can use to present products and receive inquiries; and (4) A proper transaction-recording format. These interventions are expected to improve members' skills on presenting products, maintaining business information, and supporting continuity of promotion. Any Outcomes related to sales, income, or wider market reach must be verified through subsequent sales records and digital analytics and is not necessarily resulted from the creation of promotional media alone.

2. METHODS

Time and Location

The community service program was conducted from April to November 2026 in Berakit Village, Teluk Sebong District, Bintan Regency, Riau Islands, as shown in Figure 1. The program was carried out with the Melati Women's Economic Enterprise Group (KUEP Melati), which focuses on developing mangrove-based creative products, particularly stamped batik and ecoprint.

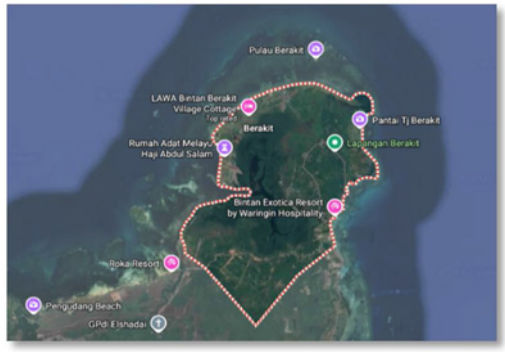


Figure 1. Map of the community service activity location

Implementation Method

The community service program employed a participatory and practical approach. KUEP Melati members were involved in needs identification, training, hands-on practice, application of the training outcomes, monitoring, and evaluation. This approach was selected because the partners' challenges are directly related to necessary skills in their business activities.

The initial needs assessment identified limited branding and digital marketing skills, simple packaging, the absence of integrated digital promotional media, and inadequate documentation of sales. The program used mobile phones for photography and content creation, a simple mini studio, packaging materials and product labels, computers for website development, and Berakit Village Hall for socialization and training. The article source records do not provide a consolidated attendance count or participant-level demographic profile; accordingly, the number of participants completing every stage cannot be reported reliably.

The community service program was implemented in a systematic and phased manner using a participatory approach, in which the partners were actively involved in every stage of the activities. These stages were designed to ensure that the program was not limited to training activities but could also be directly implemented by KUEP Melati, thereby generating a sustainable impact.

The implementation of the program consisted of several stages, including preparation, socialization, training and demonstrations, implementation and mentoring, as well as monitoring and evaluation. During the preparation stage, initial coordination with the partners was conducted by aligning the activity plan, identify their needs, and prepare training materials and supporting equipment, such as packaging designs, product labels, and documentation equipment. The socialization and discussion stages were conducted to explain the objectives, benefits, and activity flow, as well as to emphasize the importance of product innovation and digital marketing through social media and websites. The socialization sessions also provided an opportunity for KUEP Melati members to share their experiences and the challenges they encountered in running their business.

The training stage covered branding, packaging design, product photography, promotional content creation, the use of social media, website utilization, and simple product sales record-keeping. The materials were delivered through explanations, demonstrations, discussions, and practical examples. Regarding implementation and mentoring, partner members applied the training outcomes through the development of packaging and branding, management of social media, creation of promotional content, use of the website as a promotional and sales medium, and digital-based recording of simple transactions.

Monitoring and evaluation used observation, interviews and discussions with the partner, and documentation of tangible outputs. The evaluation compared the documented conditions before and after the intervention across five indicators: branding comprehension, packaging, availability of digital promotional media, product photography, and sales-record practices. The categories "low" and "good" represent qualitative judgments recorded by the implementation team; no validated questionnaire, numerical scoring rubric, independent assessor, or participants' assessment scores was documented. The findings are therefore reported as descriptive evidence of implementation, not as statistically measured changes. Website creation is treated as an output; market expansion would require additional evidence such as analytics, inquiries, orders, or sales records, which was not available for this report.

Activity Stages and Schedule

The activity stages were designed sequentially to ensure that the solutions provided could be effectively implemented by the partners. The stages included preparation, socialization, training, implementation and mentoring, monitoring, evaluation, and finalization of outputs. The main activities were conducted from April to November 2026, as presented in Table 1.

Table 1. Activity schedule

Stages	Time	Activity	Purpose
Preparation Proposal & Initial Coordination	March-April 2026	Coordination, needs identification, preparation of materials and equipment	Developing the program through a proposal based on the partners' needs
Preparation & Socialization	April-May 2026	Finalization of the activity plan, program socialization, preparation of training materials, and preparation of tools and materials	Building partners' understanding and readiness
Training	August 26, 2026 (main training); mentoring and implementation continued afterward	Training on business management, marketing strategies, branding, packaging design, digital marketing, website introduction, and product photography	Improving knowledge and skills
Implementation and Mentoring	June-July 2026	Implementation of packaging and branding, creation of promotional content, management of social media, website development, and simple transaction recording	Ensuring the training outcomes are implemented
Monitoring	July-August 2026	Monitoring and improvement	Identifying challenges and progress
Final Evaluation	August-September 2026	Observation and interviews	Comparing conditions before and after the program
Finalization of Outputs	September-December 2026	Final report, intellectual property rights (IPR), journal article, poster, video, etc.	Documenting and disseminating the results

3. RESULTS AND DISCUSSION

Results

The community service program was conducted from April to November 2026 in Berakit Village, Teluk Sebong District, Bintan Regency, Riau Islands. The program employed a participatory approach by involving members of the Melati Women's Economic Enterprise Group (KUEP Melati) in the preparation, socialization, training, implementation, mentoring, monitoring, and evaluation stages.

Preparation stage (Identification of the partners' initial conditions)

Coordination among the community service team and KUEP Melati management identified marketing and business-management needs beyond generating products. The documented baseline was that promotion depended mainly on local networks and word of mouth, packaging had a simple design without a strong visual identity, product photographs lacked consistent standards, no integrated website catalog was available, and sales documentation was simple and manual. The available records do not contain verified baseline figures for active membership, monthly output, sales volume, average revenue, or customer count. These missing figures are acknowledged as a limitation rather than replaced with estimates.

Socialization and training stage

The program socialization was conducted on August 26, 2026, from 10:00 to 11:00 a.m. Western Indonesia Time (UTC +7) at the Berakit Village Government Hall. The activity was attended by members of KUEP Melati and accompanied by the community service team, as shown in Figure 2. The socialization provided explanations of the objectives, benefits, activity stages, and program outputs. The session also introduced the concept of business development through branding, packaging, and digital marketing.

The discussion results showed that most KUEP Melati members still relied on conventional marketing and had not yet utilized digital media or websites as promotional tools. These findings served as the basis for determining the training materials to ensure that they were aligned with the partners' actual needs.



Figure 2. Program socialization activity with KUEP Melati members at the Berakit Village Hall

Training Stage

The training was conducted on the same day, August 26, 2026, from 11:00 a.m. to 4:00 p.m. Western Indonesia Time (UTC +7), as shown in Figure 3. The methods included lectures, discussions, demonstrations, and hands-on practice to drive participants' learning through direct exposure. The training materials covered branding strategies, packaging design, product photography techniques using smartphones, promotional content creation, the use of social media, the use of websites as promotional and sales media, and simple product sales record-keeping. Throughout the activity, the participants actively engaged in the training. During the practical session, KUEP Melati members were able to create simple promotional content and upload products to digital media.



Figure 3. Branding and digital marketing training activities

Implementation and mentoring stage

Direct mentoring of KUEP Melati members is conducted in order to implement all of the materials provided during the training. The mentoring focused on packaging development, branding enhancement, product photography, social media management, website utilization, and simple product sales record-keeping.



Figure 4. Implementation and mentoring activities

The implementation results showed that the partners began to apply the knowledge acquired during the training. This implementation resulted in several direct outputs, including new packaging, a product visual identity, digital media, a website, product photographs, and more structured product sales records.

Packaging development

Packaging was improved through the development of more attractive designs and a clearer product identity. The redesigned packaging incorporated the product logo, labels, product information, group identity, and ordering contact details, as shown in Figure 5.



Figure 5. Comparison of product packaging before and after mentoring

The new packaging, apart from being a container, also details information related to the product identity and the group that produces it.

Branding enhancement

An enhanced visual identity for the mangrove-based batik products is the focus of branding. The concept developed was "Eco-Friendly Mangrove Batik" as a signature product of Berakit Village. This concept was used to strengthen the product's character by connecting the batik products with the potential of mangrove ecosystems and the identity of the coastal area. The branding development resulted in a clearer visual identity, making KUEP Melati products more easily recognizable. The branding was also integrated with the packaging and digital promotional media.

Digital media and website development

Digital promotional media started through social media and a simple website. The website developed includes several features, including a product catalog, product information, group profile,

ordering contact information, and simple transaction recording. Through the website (Figure 6), the partners began to introduce their products to consumers outside Berakit Village. The website can be accessed through the following link: https://www.berakitseries.my.id/.

Product photography

Product photographs were taken using basic lighting techniques, with attention to composition and camera angles. The resulting photographs showed improved visual quality, making them more attractive for promotional purposes. The photographs can subsequently be used as supporting materials for both the website catalog and social media. Thus, the photography activity became an integral part of the partners' digital marketing strategy.

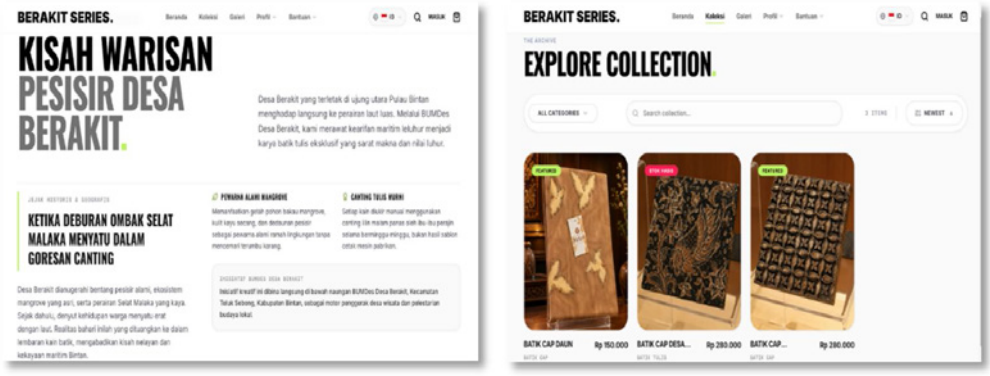


Figure 6. Website interface of KUEP Melati's mangrove batik products



Figure 7. Mangrove batik product photography results

Monitoring stage

Monitoring was conducted periodically throughout the mentoring period. The monitoring results showed that KUEP Melati members were able to use social media as a promotional medium, update the product catalog on the website, use the new packaging, and maintain simple product sales records. However, several challenges were observed. The members had limited experience in creating promotional content in a consistent manner, combined with the fact that most members are homemakers, the time space for managing social media remains limited.

Evaluation stage (Changes in partners' conditions)

Evaluation was conducted through observation, partner discussions and interviews, and documentation of the outputs. The team compared the conditions described during the initial assessment with the practices and materials observed after mentoring. Sunce the source records do not include numerical pre/posttests or participant-level scoring, the results are presented using qualitative categories and verified outputs. The evaluation therefore does not establish a causal or quantified effect on sales, income, or market reach.

The descriptive comparison indicates implementation progress in five areas: branding comprehension was recorded as moving from "low" to "good", packaging changed from simple to more informative and attractive, digital promotional media changed from unavailable to social media and a website being available, product photography changed from not standardized to more suitable for promotional use, and sales records moved from simple manual notes toward a more structured format. These categories were based on the implementation team's observation and partner discussion, not a numerical rating scale. No participant count, percentage improvement, sales volume, revenue, or website-traffic figure was recorded, so the results should be interpreted as evidence of outputs and early adoption rather than quantified business performance.

Table 2. Changes in partners' conditions before and after the program

Indicator	Before the Program	After the Program
Branding comprehension	Low	Good
Product packaging	Simple	More attractive
Digital promotional media	Not yet available	Social media and website available
Product photography	Not yet standardized	More professional
Product sales records	Simple manual records	More structured

Discussion

The program's main contribution was to conduct training complemented with practical implementation and follow-ups. Demonstrations alone would have provided exposure to branding and digital marketing concepts, whereas hands-on mentoring gave members opportunities to apply those concepts to their own packaging, photographs, catalog entries, and sales records. This helps explain why observable outputs were produced across several areas. Nevertheless, the evidence supports a conclusion about implementation and early adoption only; it does not demonstrate a measured increase in market reach, sales, or income (Nugraha & Indrawan 2021; Nurhidayati et al., 2025).

One of the important outcomes of this program was the improvement in the quality of product branding and packaging. Before the program was implemented, the mangrove batik products were marketed using simple packaging without a strong visual identity. Following the mentoring activities, the products now have a logo, label, product information, and a more attractive packaging design, thereby increasing the added value of the products. Packaging improvements serve not only to protect products but also as a communication medium for establishing brand identity and stimulating consumer purchase interest (Aswar et al., 2025).

This finding supports that innovative packaging design contributes to the competitiveness of MSME products by improving perceived quality and influencing consumer purchasing decisions (Anggraeni et al., 2023). Thus, the outcomes of the packaging and branding activities can be viewed as efforts to increase product added value, rather than solely improving the appearance of the packaging.

Packaging and visual identity simultaneously building product recognition when the products are marketed to consumers who are not yet familiar with KUEP Melati.

The website and social media introduced promotional channels that were not integrated into the group's earlier documented practice. A website can make product information and ordering contacts easier to access, but doesn't necessarily mean that new customers have been reached. No verified website-visit analytics, engagement totals, customer inquiries, digital-origin orders, or sales conversions were available for the evaluation period. Follow-up monitoring should therefore record these indicators over a defined period and compare them with the group's baseline sales records before making claims about market expansion (Putra et al., 2025).

Product photography focused on composition, camera angle, and simple lighting using accessible equipment, such as smartphones. The resulting images were intended for both the website catalog and social media, linking the technical skill directly to promotional purpose. The available documentation does not include a standardized photo-quality score or the number of members who independently met a defined quality threshold. Future mentoring should use a checklist covering focus, lighting, product visibility, background, and consistency, and record the number of images meeting each criterion.

The introduction of a more structured transaction-recording practice addresses the need identified during the initial assessment. Records comprising date, product, quantity, unit price, total, payment status, and sales channel can help the group review transactions and distinguish digital inquiries from completed sales. However, the article materials do not provide a completed transaction record with verified amounts. The present evidence therefore supports the introduction of the practice, but not a claim that financial performance or the accuracy of bookkeeping has already improved (Abriandi & Suryono 2023; Afkar et al., 2023; Wati et al., 2025).

Partner motivation and direct practice supported implementation, while members' limited time for regular content creation remained a challenge. The program's integrated approach is consistent with community-service studies that combine branding, packaging, and digital marketing for MSMEs (Wahyuni et al., 2022; Wijayanti et al., 2024; Winatha et al., 2023). Similar to those studies, the KUEP Melati activity linked product identity and promotional media rather than treating them as isolated tasks. Its context-specific contribution was to apply these elements to mangrove-based batik made by a coastal women's group and to connect the digital catalog with simple transaction recording. Unlike a controlled or quantitative evaluation, however, this program's available evidence naturally does not permit comparison of effect sizes or claims about increased sales.

Taken together, the activity addressed the partner's documented needs by producing more informative packaging, a clearer visual identity, promotional photographs, social media use, a website catalog, and a more structured approach to sales records. These outputs align with the program objectives and provide tools that the group can continue to use. Whether they lead to stronger competitiveness or improved economic welfare remains an outcome to be tested through continued monitoring of customer inquiries, orders, sales volume, revenue, and the consistency of members' use of the tools.

The community service program provided direct contribution by enhancing the capacity of KUEP Melati members. The monitoring results showed that these skills had begun to be applied by the partners in their daily business activities. Improvements in skills through training and hands-on practice are also consistent with community service activities involving MSMEs, which have demonstrated that training in product photography, social media, and digital branding can improve partners' capabilities in supporting digital product promotion (Irmayana et al., 2023; Putri et al., 2024; Wijayanti et al., 2024).

Furthermore, from a social perspective, the activity supported the capacity building of a coastal women's group engaged in productive economic activities. KUEP Melati was established with the aim of

strengthening the economic independence of coastal women through the sustainable utilization of local potential. Therefore, strengthening business capabilities is relevant with primary objective of the group. From an economic perspective, the community service program provided a foundation for KUEP Melati to expand its market reach through digital media, improve product presentation, and manage product sales in a more structured manner. The community service program also resulted in the adoption of digital technology in the form of a website, social media, product catalogs, digital photography, and product sales records. These technologies were applied to a business based on local potential without compromising the main characteristics of the mangrove batik products.

Program sustainability is an aspect that requires further attention. The monitoring results showed that the main challenges after implementation were the members' limited time and experience in creating promotional content consistently. Therefore, the availability of digital media needs to be equipped with clear responsibilities among KUEP Melati members as well as continued mentoring. In this way, the produced outputs can continue to be utilized and further developed after the community service program period.

4. CONCLUSION AND RECOMMENDATIONS

The community service program at KUEP Melati in Berakit Village addressed challenges in branding, packaging, digital promotion, product photography, and sales-record practices through socialization, practical training, and direct mentoring. The main program outputs included redesigned packaging and product identity, promotional product photographs, social media utilization, a website-based product catalog with ordering information, and more structured transaction-recording practices. Descriptive observations and discussions with program partners indicated improvements across the five assessed areas. However, the evaluation did not include consolidated participant counts, numerical pre- and post-assessment scores, website analytics, or verified sales and income data. Accordingly, the program's contribution can be stated as a provisional and early implementation of marketing and management tools; increased sales, income, and market reach require quantitative follow-up evidence.

Overall, the community service program provided a more throughout approach than interventions focusing on a single aspect. The model used is well suited to the needs of KUEP Melati because the partners' initial challenges encompassed human resources, products, marketing, and business management. This program has several limitations, particularly the lack of quantitative data on changes in revenue, product sales volume, number of consumers, and marketing reach before and after the activity. In addition, the sustainability of digital media management is still affected by the members' limited time and experience in consistently producing content. Therefore, the following activities are recommended: (1) Conduct quantitative measurements of revenue, product sales volume, social media reach, and the number of customers to obtain a more measurable assessment of the program's economic impact; (2) Provide continued mentoring in managing social media, websites, digital catalogs, and content strategies to ensure that digital marketing can be implemented continuously; and (3) Develop more structured financial record-keeping and digital sales systems to provide partners with business data as a basis for decision-making and product development planning.

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