

Digital Marketing Strategy Mentoring to Enhance Product Competitiveness at PT. Jaya Cocofiber Indonesia

Sri Wahyuni Ningsih¹, Muzayyinatul Hamidia², Ahmad Rozieqy³, Nina Kholifah⁴,
Mohammad Ramli⁵

{yuni.sriwahyuni0717@gmail.com¹, muzayyinatul@iainmadura.ac.id²,
rozieqy@gmail.com³, ninakholifahspd@gmail.com⁴,
mohammad.ramli2970@gmail.com⁵}

Sekolah Tinggi Agama Islam Walisongo Sampang, Sampang, Indonesia¹

Universitas Islam Negeri Madura, Pamekasan, Indonesia²

Sekolah Tinggi Agama Islam Nasy'atul Muta'allimin, Sumenep, Indonesia³

Institut Agama Islam Hasan Jufri Bawean, Gresik, Indonesia⁴

Institut Agama Islam Miftahul Ulum Pamekasan, Pamekasan, Indonesia⁵

Submission : 2026-07-10

Received: 2026-07-30

Published : 2026-08-02

ABSTRAK

PT. Jaya Cocofiber Indonesia merupakan perusahaan pengolahan serat kelapa di Kabupaten Pamekasan yang memiliki potensi besar untuk memperluas pasar melalui pemasaran digital. Namun, perusahaan masih menghadapi berbagai kendala, antara lain belum adanya strategi digital marketing yang terintegrasi, pengelolaan media sosial yang belum konsisten, website yang belum optimal, serta belum tersusunnya content calendar secara sistematis. Program pengabdian kepada masyarakat ini bertujuan untuk memperkuat kapasitas digital marketing perusahaan melalui kegiatan pendampingan dan implementasi strategi pemasaran digital yang terintegrasi. Kegiatan dilaksanakan menggunakan metode Participatory Action Research (PAR) yang meliputi lima tahapan, yaitu identifikasi kebutuhan, penyusunan strategi, pendampingan, implementasi strategi, serta monitoring dan evaluasi. Hasil kegiatan menunjukkan bahwa mitra berhasil menyusun strategi digital marketing yang lebih terstruktur, meningkatkan pengelolaan media sosial, menerapkan content calendar, mengoptimalkan website perusahaan dan Google Business Profile, serta meningkatkan pengetahuan dan keterampilan dalam pengelolaan digital marketing. Peningkatan tersebut memperkuat kesiapan mitra dalam memanfaatkan platform digital untuk promosi, penguatan citra perusahaan, dan perluasan jangkauan pasar, khususnya pada pasar ekspor. Dengan demikian, program pendampingan ini efektif dalam meningkatkan kapasitas digital marketing mitra sekaligus membangun fondasi daya saing bisnis yang berkelanjutan melalui transformasi digital.

Kata kunci: digital marketing; pendampingan; Participatory Action Research; industri serat kelapa; daya saing bisnis.

ABSTRACT

PT. Jaya Cocofiber Indonesia, a coconut fiber processing company in Pamekasan Regency, has considerable potential to expand its market through digital marketing. However, the company faced several challenges, including the absence of an integrated digital marketing strategy, inconsistent social media management, an unoptimized website, and

the lack of a structured content calendar. This community service program aimed to strengthen the company's digital marketing capacity through mentoring and the implementation of an integrated digital marketing strategy. The program employed a Participatory Action Research (PAR) approach consisting of five stages: needs assessment, strategy development, mentoring, strategy implementation, and evaluation. The results showed that the partner successfully developed a structured digital marketing strategy, improved social media management, implemented a content calendar, optimized the company website and Google Business Profile, and enhanced knowledge and practical skills in digital marketing management. These improvements increased the partner's readiness to utilize digital platforms for business promotion, corporate branding, and market expansion, particularly in export markets. Therefore, the mentoring program effectively strengthened the partner's digital marketing capacity and established a foundation for sustainable business competitiveness through digital transformation.

Keywords: digital marketing; mentoring; Participatory Action Research; coconut fiber industry; business competitiveness.

INTRODUCTION

The coconut fiber processing industry has experienced significant market expansion in recent years, driven by the increasing global demand for environmentally friendly and sustainable products used in agriculture, horticulture, geotextiles, and other industrial applications. As one of the world's largest coconut-producing countries, Indonesia possesses substantial potential to develop value-added coconut derivative products, including cocofiber, cocopeat, and coconut shell charcoal, which have broad applications in both domestic and international markets. This growing market demand requires coconut fiber processing companies not only to maintain product quality but also to strengthen their competitiveness through effective digital marketing strategies. Digital marketing enables companies to create, communicate, and deliver value to customers through digital technologies while expanding market reach, strengthening brand image, and building long-term customer relationships (Kannan & Hongshuang, 2017). The utilization of digital platforms such as company websites, social media, and Google Business Profile has therefore become an important strategy for improving product visibility and competitiveness in increasingly competitive global markets (Paransa, 2024).

One of the companies operating in this sector is PT. Jaya Cocofiber Indonesia, located in Gagah Village, Kadur District, Pamekasan Regency, East Java Province. The company processes coconut husk waste into high-value products, including cocofiber and cocopeat, which are marketed to agricultural, horticultural, industrial, and export markets. Despite having considerable market potential, the company has not yet fully optimized digital marketing to support its business expansion. Promotional activities continue to rely primarily on conventional business networks and direct communication with buyers, while digital platforms have not been utilized strategically to strengthen branding, expand market reach, and enhance corporate credibility. These conditions

indicate the need for a structured digital marketing strategy to improve the company's competitiveness and maximize its opportunities in the international market.

Based on field observations and preliminary interviews with the management of PT. Jaya Cocofiber Indonesia, it was found that the company has produced high-quality products capable of competing in the market. However, this potential has not been fully supported by an optimal digital marketing strategy. Marketing strategy is an essential aspect of maintaining business competitiveness in an increasingly competitive market environment (Syam et al., 2024). Promotional activities are still dominated by direct communication, business networking, and conventional marketing practices, resulting in the underutilization of digital media as promotional tools. This finding is consistent with previous studies indicating that one of the primary challenges faced by business actors is the limited knowledge and skills required to implement effective digital marketing strategies, causing many businesses to continue relying on conventional marketing methods with relatively limited market reach (Ramadhania et al., 2022). Furthermore, the observation revealed that the company's social media management has not been conducted consistently, promotional content is developed only occasionally, brand identity has not been systematically established, and the company's website and other digital platforms have not been fully optimized as marketing media. In fact, aligning marketing strategies with business characteristics is one of the critical factors influencing marketing success in the digital era (Purwantisari et al., 2022). Consequently, the vast potential of digital markets has not been fully utilized to improve the product competitiveness of PT. Jaya Cocofiber Indonesia.

Previous studies have demonstrated that the implementation of digital marketing positively affects marketing performance and business competitiveness. Lestari et al. reported that digital literacy and social media utilization significantly influence marketing performance, with social media serving as the dominant factor in expanding market reach, while digital literacy provides the foundation for managing technology-based marketing strategies. These findings emphasize the importance of developing mentoring programs that integrate digital competency enhancement with digital promotion strategies (Lestari et al., 2025). Furthermore, Nurendah and Purnama found that approximately 70% of MSMEs are committed to continuously utilizing digital media as a marketing tool, while businesses adopting e-commerce have experienced an average revenue increase of more than 160% and a productivity increase of 110% (Nurendah & Purnama, 2025). Meanwhile, Saleh et al. reported that digital marketing mentoring programs improved partners' knowledge in business management and the implementation of more effective digital marketing practices (Saleh et al., 2025). These findings are further supported by Muflikhata and Fadly, who demonstrated that implementing digital marketing through social media utilization significantly increases product sales (Muflikhata & Fadly, 2023). Nevertheless, most previous studies have focused on strengthening digital marketing among MSMEs in general, whereas the implementation of digital marketing strategies in the coconut fiber processing industry, particularly to enhance product competitiveness, remains relatively limited. Therefore, community service activities are required not only to improve digital media utilization

but also to develop integrated digital marketing strategies tailored to the characteristics of the coconut processing industry.

Based on the situational analysis, the main problems faced by PT. Jaya Cocofiber Indonesia include: (1) the absence of an integrated digital marketing strategy; (2) limited human resource capacity in managing digital media as promotional tools; (3) suboptimal management of the company's social media and website; (4) the lack of sustainable digital content planning; and (5) the absence of evaluations regarding the effectiveness of digital marketing implementation. These issues have resulted in limited promotional reach, low product visibility in digital media, and underutilized opportunities to expand market access and enhance product competitiveness at both national and international levels.

Based on these conditions, a community service program capable of providing practical and sustainable solutions to the partner's problems is required. The proposed program consists of digital marketing strategy mentoring through marketing needs assessment, digital marketing strategy development, social media optimization, brand identity strengthening, content calendar preparation, digital promotional material development, website optimization, and mentoring in evaluating the effectiveness of digital marketing implementation. This approach is consistent with previous findings indicating that combining technical digital marketing training with product quality improvement is an effective strategy for enhancing business actors' ability to adapt to the rapidly evolving digital marketplace (Putrie et al., 2025). Through this program, the digital marketing capacity of PT. Jaya Cocofiber Indonesia's human resources is expected to improve, enabling the company to develop more effective and sustainable marketing strategies.

The novelty of this community service program lies in its integrated mentoring model, which extends beyond social media training by incorporating digital marketing strategy development, brand identity strengthening, promotional content development tailored to cocofiber products, content calendar preparation, company website optimization, and the evaluation of digital marketing implementation using digital marketing performance indicators. This integrated approach is expected to produce a more comprehensive, practical, and sustainable mentoring model for the coconut processing industry.

Based on the foregoing, this community service program aims to enhance the capacity of PT. Jaya Cocofiber Indonesia in designing and implementing digital marketing strategies to improve product competitiveness through digital media optimization, brand strengthening, and the development of a sustainable digital marketing system. In addition to benefiting the partner company, this program is expected to serve as a mentoring model for the coconut processing industry in utilizing digital transformation to improve product competitiveness, expand market access, and support local economic development in Pamekasan Regency.

METHODS

This community service program was conducted at PT. Jaya Cocofiber Indonesia, Pamekasan Regency, East Java, using a Participatory Action Research (PAR) approach. This method emphasizes active collaboration between the community service team and the partner in identifying problems, developing solutions, implementing actions, and evaluating the outcomes to ensure that the program addresses the partner's actual needs and supports sustainable improvements.

The implementation consisted of five stages. First, a needs assessment was conducted through observations, interviews, and documentation to identify the partner's marketing conditions, digital marketing practices, and key challenges. Second, a digital marketing strategy was developed based on the assessment results, including target market identification, branding, content planning, platform selection, and website optimization. Third, mentoring activities were carried out through training, hands-on practice, discussions, and consultations on social media management, content creation, copywriting, and Google Business Profile optimization. Fourth, the partner implemented the developed digital marketing strategy with assistance from the community service team through content publication, branding enhancement, and digital platform optimization. Finally, monitoring and evaluation were conducted by comparing conditions before and after the program through observations, interviews, and discussions to assess improvements in digital marketing capacity and the implementation of the proposed strategy.

RESULTS

Needs Assessment and Digital Marketing Strategy Development

The community service program commenced with a needs assessment conducted through observations, interviews, and documentation at PT. Jaya Cocofiber Indonesia, Pamekasan Regency. This stage aimed to identify the company's existing marketing practices, digital marketing capacity, and the main challenges in utilizing digital media for product promotion and market expansion.

The results of the needs assessment revealed that PT. Jaya Cocofiber Indonesia has considerable potential as an export-oriented coconut fiber processing company producing cocofiber, cocopeat, and other value-added products. However, digital marketing practices had not been implemented optimally. Marketing activities were still dominated by business-to-business (B2B) networks and direct communication with prospective buyers, while the company's website and social media had not been utilized effectively as promotional channels. In addition, the company did not yet have an integrated digital marketing strategy, structured content planning, or consistent branding practices. These findings became the basis for designing a mentoring program tailored to the partner's needs.

Table 1. Results of the Partner Needs Assessment

No.	Identified Problems	Solusi yang Dirancang
1	No integrated digital marketing strategy	Development of a digital marketing strategy
2	Suboptimal social media management	Social media management mentoring (branding)
3	Inconsistent branding	Brand identity strengthening
4	No content calendar	Development of a content publication schedule
5	Website not yet optimized	Website optimization as a promotional medium

Implementation of the Mentoring Program and Digital Marketing Strategy

The implementation stage consisted of mentoring activities through training, hands-on practice, discussions, and consultations on digital marketing. The training covered digital marketing fundamentals, social media management, content calendar development, copywriting, brand strengthening, website optimization, and Google Business Profile management. Participants actively engaged in each session and directly practiced the application of digital marketing strategies relevant to the company's business characteristics.

Following the training, the community service team assisted the partner in implementing the developed digital marketing strategy. The implementation included structured social media management, preparation and publication of promotional content based on the content calendar, strengthening the company's brand identity, optimization of the company website, and improvement of the Google Business Profile to enhance the company's online visibility and accessibility for prospective customers, particularly in export markets.

The implementation results showed that the partner successfully adopted the proposed digital marketing practices. Participants demonstrated improved understanding and practical skills in managing digital marketing activities, including content planning, digital branding, and the utilization of digital platforms to support product promotion and business communication.

Figure 1. Implementation of the Digital Marketing Strategy Mentoring Program



Evaluation of the Mentoring Program

The mentoring program was evaluated through observations, interviews, and discussions to assess changes in the partner's digital marketing capacity before and after the implementation of the program. The evaluation focused on several key indicators, including the development of a digital marketing strategy, social media management, content planning, website optimization, and improvements in the partner's knowledge and practical skills in managing digital marketing activities.

The evaluation results demonstrated that the mentoring program positively contributed to strengthening the partner's digital marketing capacity. Following the implementation of the program, the partner successfully developed a structured digital marketing strategy, improved the consistency of social media management, implemented a content calendar to support regular promotional activities, optimized the company website and Google Business Profile as digital promotional platforms, and enhanced their knowledge and practical skills in managing digital marketing to support business promotion and market expansion.

Table 2. Comparison of Conditions Before and After the Mentoring Program

No.	Indicator	Before	After
1	Digital marketing strategy	Unstructured	Developed and initially implemented
2	Social media management	Inconsistent	More structured
3	Content calendar	Not consistently implemented	Implemented on a scheduled basis
4	Company website	Not optimized	Optimized as a promotional medium
5	Partner knowledge and skills	Limited	Improved

DISCUSSION

The findings of this community service program indicate that the major challenge faced by PT. Jaya Cocofiber Indonesia was not the quality of its products, but the absence of a structured digital marketing system. Although the company has considerable potential as an export-oriented coconut fiber processor, marketing activities were still dominated by business-to-business (B2B) networks and direct communication with buyers. Consequently, digital platforms such as the company website, social media, and Google Business Profile had not been fully utilized to strengthen product visibility and corporate credibility. This finding is consistent with previous studies reporting that limited digital marketing knowledge and reliance on conventional marketing practices remain major barriers preventing business actors from expanding their market reach and improving competitiveness (Ramadhania et al., 2022). Furthermore, an appropriate marketing strategy plays a significant role in maintaining business competitiveness in increasingly dynamic markets (Syam et al., 2024).

The needs assessment also revealed several strategic issues, including the absence of an integrated digital marketing strategy, inconsistent social media management, weak brand identity, and the lack of structured content planning. These findings demonstrate that successful digital marketing requires more than simply adopting digital platforms; it requires strategic planning that integrates branding, digital communication, customer engagement, and promotional consistency. As explained by Kannan and Li (2017), digital marketing enables organizations to create, communicate, and deliver value through digital technologies while strengthening relationships with customers and other stakeholders. Therefore, the development of a comprehensive digital marketing strategy became an essential foundation for improving the company's readiness to compete in both domestic and international markets.

The implementation of the mentoring program demonstrated that participatory assistance combining training, practical exercises, discussions, and continuous consultation effectively enhanced the partner's digital marketing capacity. Participants not only acquired theoretical knowledge but also gained practical experience in managing social media, developing promotional content, strengthening brand identity, optimizing the company website, and utilizing Google Business Profile. This result supports the findings of Saleh et al. (2025), who reported that digital marketing mentoring significantly improves partners' competencies in managing technology-based marketing activities. Likewise, Putrie et al. (2025) emphasized that mentoring programs integrating technical guidance with practical implementation enable business actors to adapt more effectively to the rapidly evolving digital business environment.

Another important outcome of this program was the implementation of a structured content calendar and more consistent social media management. Prior to the mentoring program, promotional content was created irregularly without a clear publication strategy. Following the mentoring activities, the partner was able to organize promotional content according to a predetermined schedule, thereby supporting more systematic branding and communication with potential customers. Consistent digital communication is recognized as an important factor in strengthening brand awareness and maintaining long-term customer engagement. These findings are in line with Lestari et al. (2025), who concluded that digital literacy and social media utilization significantly contribute to improved marketing performance by enabling businesses to communicate more effectively with broader target markets.

The evaluation results further demonstrated improvements in the partner's overall readiness to implement digital marketing independently. The establishment of a structured digital marketing strategy, improved management of digital platforms, and enhanced knowledge and practical skills indicate that the mentoring program successfully strengthened the partner's internal capacity to manage digital marketing activities. Although the program was conducted within a relatively short period and did not directly measure business outcomes such as increased sales, export transactions, or customer acquisition, the observed improvements represent important initial outcomes that support long-term business development. Similar findings were reported by Muflikhata and Fadly (2023), who found that strengthening digital marketing capabilities contributes to more effective promotional activities and supports improved business competitiveness.

This community service program demonstrates that digital marketing mentoring is most effective when implemented through an integrated approach encompassing needs assessment,

strategy development, branding, content planning, digital platform optimization, implementation assistance, and continuous evaluation. Unlike many previous community service initiatives that primarily focus on social media training, this program developed a comprehensive mentoring model tailored to the characteristics of the coconut fiber processing industry. Consequently, the program not only strengthened the partner's digital marketing capacity but also established a sustainable foundation for improving product competitiveness and expanding market access in the international marketplace.

CONCLUSION

Community service program through digital marketing strategy mentoring at PT. Jaya Cocofiber Indonesia, located in Gagah Village, Kadur District, Pamekasan Regency, successfully enhanced the partner's capacity in managing digital marketing to strengthen product competitiveness, particularly in the export market. The results demonstrated that the partner developed a more structured digital marketing strategy, improved social media management, implemented a content calendar, and optimized the company's website and Google Business Profile as promotional media. In addition, the partner's knowledge and skills in developing promotional content, strengthening brand identity, and managing digital media also improved. Nevertheless, this program had several limitations because the mentoring activities were conducted over a relatively short period, making it impossible to comprehensively measure their impact on transaction growth and export market expansion. Therefore, continuous mentoring and periodic evaluations are recommended to ensure the consistent implementation of digital marketing strategies and to further enhance the product competitiveness of PT. Jaya Cocofiber Indonesia in the international market.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to PT. Jaya Cocofiber Indonesia for serving as the partner in this community service program. The authors also extend their appreciation to the management and all employees of PT. Jaya Cocofiber Indonesia for their participation, cooperation, and support throughout the implementation of the program. In addition, the authors would like to thank all parties who contributed, either directly or indirectly, to the successful completion of this community service activity.

REFERENCES

- Khoiri, A., & Ningsih, S. W. (2025). Pemberdayaan ekonomi sawah berbasis participatory action research (PAR) di Desa Palengaan Daja Kecamatan Palengaan Kabupaten Pamekasan. *SAWEU: Jurnal Pengabdian Masyarakat*, 1(2).
- Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1). <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Kasali, R. (2011). *Cracking zone*. Gramedia Pustaka Utama.

- Latifah, E. (2026). *Metode PAR (Participatory Action Research) dan ABCD (Asset Based Community Development) dalam bidang ekonomi*. Goresan Pena.
- Lestari, D. A., Setyawan, R., Wibisono, G., & Abidin, M. Z. (2025). The influence of digital literacy and social media utilization on the marketing performance of e-commerce-based MSMEs in Indonesia. *JIMEB: Jurnal Ilmiah Manajemen, Ekonomi, Bisnis*, 4(3). <https://doi.org/10.51903/gq47ng96>
- Muflikhata, F. W., & Fadly, W. (2023). Penerapan digital marketing sebagai strategi peningkatan penjualan skincare herbal SR12. *Journal of Economics, Law, and Humanities*, 2(1), 79–94. <https://doi.org/10.21154/jelhum.v2i1.1515>
- Nurendah, Y., & Purnama, D. (2024). Implementasi digital marketing dalam mendukung promosi UMKM. Prosiding Management Business Innovation Conference (MBIC), 7.
- Paransa, R. P. J. (2024). Optimalisasi pertumbuhan UMKM di Indonesia melalui pemasaran digital. *Efisiensi: Kajian Ilmu Administrasi*, 21(2). <https://doi.org/10.21831/efisiensi.v21i2.77042>
- Purwantisari, S., Ardiansari, A., Jannah, S. N., & Saputro, R. W. (2022). Strategi pemasaran serbuk jamu instan UMKM Tiga Dara di masa pandemi Covid-19. *Jurnal Surya Masyarakat*, 4(2). <https://doi.org/10.26714/jsm.4.2.2022.154-159>
- Putrie, R. A., Nainggolan, H., & Mardhotillah, B. (2025). Pendampingan manajemen UMKM melalui digital marketing untuk meningkatkan daya saing kualitas produk. *Community Development Journal*, 6(2). <https://doi.org/10.31004/cdj.v6i2.36467>
- Ramadhania, S. U., Hayati, K. R., Supriyono, & Sugito. (2022). Upaya peningkatan angka penjualan di Kelurahan Rungkut Menanggal melalui program pendampingan digital marketing UMKM pengrajin kain batik. *Jurnal Pengabdian Masyarakat Indonesia*, 2(5), 531–536. <https://doi.org/10.52436/1.jpni.720>
- Saleh, M., Rasyidin, M., Hamdani, & Afkar. (2025). Pemberdayaan UMKM kelapa gongseng Aceh melalui pemasaran berbasis digital dalam upaya menembus pasar global. *JPN: Jurnal Pengabdian Nasional Indonesia*, 5(1). <https://doi.org/10.35870/jpni.v5i1.492>
- Soedarmo, V. S. D. (2021). *Monografi model pemberdayaan masyarakat partisipatif integratif*. UMM Press.
- Syam, A., Raflianto, R., & Isma, A. (2024). Strategy for implementing digital marketing (Case study of a coconut fruit expedition business in Makassar City). *Journal of Applied Business, Taxation and Economics Research (JABTER)*, 3(4). <https://doi.org/10.54408/jabter.v3i4.304>