

Strengthening Digital Branding Capacity of Culinary MSMEs in Denpasar through Community-Based Coaching Clinic

GDA Wicaksana^{1*}, IGY Pratama¹, I Gusti Bagus Bayu Baruna Ariesta¹, Yeni Suprihatin², I Made Agus Andika Putra¹, Yoga Ramanda Saputra¹

¹Institut Desain dan Bisnis Bali, Bali, Indonesia

²IAIN Metro, Lampung, Indonesia

*Correspondence: dharmaarya@gmail.com

ABSTRACT

This study explores the implementation of a coaching clinic designed to strengthen the digital branding capacity of culinary micro, small, and medium enterprises (MSMEs) at Graha Nawasena Denpasar, a community hub for inclusive entrepreneurship. Adopting a qualitative descriptive approach, data were collected through observation, interviews, and literature review, and analyzed using the Miles and Huberman interactive model. The coaching clinic focused on equipping MSMEs – particularly those managed by persons with disabilities – with practical knowledge in SEO strategies, visual branding, and storytelling for social media platforms. The findings indicate a marked improvement in participants' confidence, digital literacy, and branding output. Participants were able to enhance their online presence by applying content creation techniques learned during the program. The initiative not only contributed to increasing the market visibility of MSMEs but also fostered a sense of empowerment and inclusion through a participatory, accessible learning environment. The case of Difel Café illustrates how community-based mentoring can lead to impactful and sustainable branding outcomes. This study provides practical insights for future interventions in digital MSME development, particularly in marginalized communities. It underscores the importance of inclusive, context-sensitive training programs in advancing Indonesia's digital economy through grassroots empowerment.

Keywords: Branding Digital; Coaching Clinic; Culinary MSMEs; Empowerment; Inclusive Entrepreneurship.

Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution ShareAlike 4.0 International (CC BY-SA 4.0)

1. Introduction

Bali has long established itself as one of the world's leading tourist destinations, widely admired for its vibrant cultural heritage, picturesque landscapes, and globally acclaimed hospitality services. This unique combination has positioned the island as a central pillar in Indonesia's tourism sector, contributing significantly to the national economy. As reported by the Central Bureau of Statistics of Bali (BPS Bali, 2024), the island welcomed over 6.2 million international visitors in 2019 prior to the onset of the COVID-19 pandemic, an impressive testament to its international allure. Although the global health crisis brought severe disruptions to international travel, Bali has shown remarkable resilience. In 2023, the island recorded 4.8 million foreign tourists, indicating a robust recovery and reaffirming its role as a cornerstone of Indonesia's tourism revival. Alongside this resurgence, domestic tourism has emerged as a crucial factor, with a growing number of Indonesian travelers choosing Bali for leisure, business, and cultural experiences. The consistent influx of both international and domestic tourists has strengthened Bali's global tourism identity and helped restore economic

momentum across related sectors, particularly among Micro, Small, and Medium Enterprises (MSMEs).

MSMEs play a strategic role in national and regional economies. In addition to being primary drivers of economic growth, they contribute significantly to job creation. Empirical studies reveal that 90% of global trade is driven by MSMEs. In Indonesia, MSMEs act as a barometer of the nation's economic health, contributing 53.3% to the national Gross Domestic Product (GDP) and serving as a key solution to addressing unemployment at both national and regional levels (Badri & Amrina, 2023).

Given this context, collaboration through strategic partnerships has become increasingly vital for sustaining and expanding the tourism and service industries in Bali. In a business landscape that is becoming more interconnected and competitive, partnerships serve as the foundation for long-term sustainability. These cooperative relationships involve multiple stakeholders working together toward shared goals in a synergistic manner. Unlike transactional business models that often create zero-sum outcomes, partnerships are rooted in mutual benefit, creating what is often referred to as a win-win or positive-sum situation. Branding, collaboration, and digital strategies have become essential for strengthening the resilience and visibility of MSMEs, particularly in the tourism sector (Wardhani, Purnomo, Pratiwi, & Nasution, 2023).

In addition to partnerships, modern businesses must also pay close attention to the marketing strategy framework commonly known as Segmentation, Targeting, and Positioning (STP). These three components are essential tools for identifying and capturing the right market. Segmentation involves dividing the broader market into distinct groups of consumers who share similar characteristics, behaviors, or needs. This allows companies to allocate resources more effectively and tailor their marketing strategies to suit the specific preferences of each segment. According to Prabowo, Patria, Sandi, and Hidayaty (2023), a well-executed segmentation strategy helps businesses gain a deeper understanding of the competitive landscape and identify their optimal market niche. This is supported by Kirom and Sudarmiati (2022), who found that MSMEs applying STP particularly in the furniture sector were able to focus their market direction and communicate product uniqueness more precisely.

Targeting follows segmentation and involves selecting one or more of these market segments to focus on. Through targeted marketing efforts, businesses can maximize efficiency and relevance, ensuring that their products or services meet the demands of the intended audience. Ningsih and Marwati (2023) emphasized that targeting specific customer needs in the healthcare sector significantly improved service effectiveness and brand perception.

The final component, positioning, refers to the way a product or brand is perceived in the minds of consumers relative to competitors. It involves crafting a distinct and appealing image that aligns with customer expectations and preferences. By clearly defining the value proposition and differentiating from rivals, businesses can secure a strong foothold in the market. Positioning is critical in shaping consumer perception and fostering brand loyalty, both of which are essential for long-term success. Profitable and engagement boosting effects of social media and e-commerce branding were proven by Nurpauji et al. (2024) within the fashion industry with strategic positioning focused branding.

Reflecting on previous studies and the current context, MSMEs in Denpasar representing the broader dynamics of Bali demonstrate a vibrant and diverse ecosystem, including culinary enterprises developed by the disabled community and centrally coordinated under Graha Nawasena Denpasar. This community is connected through its

social media presence at <https://www.instagram.com/grahanawasena/>, which is intended to support digital branding and product development for the MSMEs. However, the content remains stagnant and requires improvement to become more dynamic and engaging. The use of digital marketing has been shown to increase product value perception and enhance consumer engagement when applied strategically (Ridzal et al., 2025).

In response to this challenge, university support has been mobilized through training programs, mentoring, innovation development, and access to modern technology. Such initiatives have proven effective in enhancing the capacity and sustainability of MSMEs (Harsono et al., 2025). In line with this, the coaching clinic is conducted to utilize branding enhancement in culinary MSMEs in Graha Nawasena Denpasar.

2. Method

This study employed a qualitative descriptive approach, focusing on the implementation of a coaching clinic program aimed at enhancing digital branding capacity through content photography training and social media utilization. This approach was chosen to gain in-depth insight into the empowerment process of culinary MSMEs affiliated with Graha Nawasena Denpasar, particularly in strengthening their digital identity and community-based online engagement.

Data collection was carried out through three main techniques: literature review, field observation, and semi-structured interviews. The literature review was used to examine conceptual frameworks and prior research relevant to the study topic, as emphasized by Wicaksana, Suprihatin, and Mar'an (2024). Sources included books, academic journals, and documents related to MSME digital branding strategies, community empowerment models, and the use of social media as a marketing tool. Field observation was conducted during the implementation of the coaching clinic, focusing on participants' engagement, interaction with facilitators, and the direct application of the strategies being taught. In addition, interviews were conducted with MSME owners and program facilitators to gather deeper insight into their perceptions, challenges, and outcomes from participating in the intervention.

The data collected were analyzed using Miles and Huberman's interactive model, which consists of data reduction, data display, and conclusion drawing. In the data reduction phase, key information from observation notes and interview transcripts was selected and organized. The data were then displayed thematically to facilitate interpretation. Finally, conclusions were drawn inductively and verified through member checking with selected participants to ensure the credibility of the findings.

The research participants were culinary MSMEs in Graha Nawasena Denpasar, primarily managed by individuals with disabilities and involved in an inclusive community-based empowerment program. The activities were facilitated by lecturers and mentors from partner institutions. As noted by Marlina, Hastuti, and Fatmayanti (2024), the combination of field observations and the active role of facilitators provided a comprehensive view of the program's success and the participants' improved capacity to manage their own digital branding strategies.

3. Result

This section describes the results of this study which covers the implementation of coaching clinic in the form of content photography and digital branding to culinary MSMEs in Graha Nawasena Denpasar and here is the explanation:

3.1 MSMEs Profile

The first stage to conduct this program is planning the material in which this material is about culinary MSMEs in Graha Nawasena Denpasar. The data can be seen in table 1:

Table 1. MSMEs listed in Graha Nawasena Denpasar

No	Name of MSMEs	Owner	Focus
1.	Pizza dan Aneka Makanan Cepat Saji	I Gusti Putu Adi Wira Negara	Fast Food & Pizza
2.	Bakso Ayam	I Gede Musantara Yudha	Chicken Meatball
3.	Adhya Juice	Ni Ketut Mulasti	Fresh Juice
4.	Makanan Olahan Khas Bali	I Ketut Sugita Adibawa	Snack
5	Nasi Campur	I Wayan Slamet Sudarsa	Traditional Food and Beverage
6	Goal Kitchen	Luh Dessy Setyawati	Traditional Food and Beverage + Lunchbox
7	Kantin Imanuel	Ni Kadek Surya Ningsih	Traditional Food and Beverage

Source: Obtained Data (2025)

Based on the data presented in Table 1, the food and beverage industry has long been a vital contributor to national economic growth. In Bali, the sector is especially prominent due to its dual role in meeting local consumption demands and catering to the robust tourism market. MSMEs play a critical role in this ecosystem by offering culturally rich, accessible, and affordable culinary options. These enterprises often blend traditional recipes with contemporary business strategies to remain competitive in an increasingly modern market. The rise of culinary tourism has significantly impacted the development of food-based MSMEs. Tourists and local consumers alike seek authentic experiences, leading to an increased demand for traditional foods and beverages. MSMEs such as Makanan Olahan Khas Bali and Nasi Campur exemplify this trend by offering Balinese snacks and meals that reflect the island's cultural identity. These businesses preserve culinary heritage while contributing to economic sustainability.

Fast food remains another growing segment, especially among younger consumers and busy urban dwellers. Businesses like Pizza dan Aneka Makanan Cepat Saji and Bakso Ayam represent the shift towards more convenient dining options, combining Western influences like pizza with local tastes such as chicken meatballs (bakso ayam). These MSMEs not only satisfy daily dietary needs but also reflect globalization's influence on local food preferences. Meanwhile, health-conscious trends have driven the popularity of natural and nutritious beverages. Adhya Juice, specializing in fresh juice, aligns well with this development. Consumers are increasingly drawn to fresh, minimally processed products, especially in urban centers and among the youth demographic. MSMEs like this are tapping into wellness trends while supporting local agriculture using locally sourced fruits. Catering and meal-prep services are also gaining traction as modern lifestyles demand efficient food solutions. Enterprises like Goal Kitchen offer both traditional meals and practical lunchbox options, positioning themselves strategically in the market by appealing to office workers, students, and families. These services also present opportunities for scalable business models.

3.2 Coaching Clinic

The coaching clinic was conducted at Graha Nawasena Denpasar. The MSMEs in Graha Nawasena Denpasar came from different backgrounds. Based on the background of the

MSMEs, the development is begun by developing the plan for content photography and digital branding for these MSMEs. The development of MSMEs in Graha Nawasena Denpasar aims to increase competitiveness, expand the market, and ensure business sustainability. Given the great potential of this village as a tourist area, MSMEs can develop by utilizing digitalization, improving product quality, collaborating with various parties, and innovations that are in accordance with market needs.



Figure 1. Graha Nawasena MSMEs' Coaching Clinic

The coaching clinic, as illustrated in Figure 1, focused primarily on two critical aspects: the implementation of SEO techniques and the development of appropriate digital branding content tailored to the unique characteristics and needs of disabled entrepreneurs. The event was not merely a lecture or a presentation which served as an interactive, participatory platform where attendees could engage directly with experts, share their experiences, and receive hands-on guidance in real-time. One of the key objectives of the coaching clinic was to equip participants with the tools and knowledge necessary to increase their visibility in digital marketplaces. Many MSMEs, particularly those owned or operated by people with disabilities, often struggle to gain traction due to limited access to technology, insufficient knowledge of online marketing, or social stigma. SEO, when used effectively, can be a powerful equalizer. By learning how to optimize their online content, use keywords strategically, and structure their websites or social media pages effectively, participants were empowered to elevate their digital footprint and compete in broader markets.

The workshop began with a fundamental introduction to SEO, what it is, why it matters, and how it can be a game-changer for small business owners. The facilitators explained that SEO is essentially the art and science of making digital content more discoverable by search engines such as Google. When potential customers search for products or services online, they typically click on one of the first few results that appear. Businesses that appear higher on the search engine results page (SERP) are far more likely to be noticed, visited, and trusted by users. For MSMEs in Graha Nawasena, mastering this technique could significantly improve their customer reach and conversion rates. The session emphasized practical, low-cost strategies that could be implemented without the need for advanced technical skills. These included optimizing business profiles on Google, using relevant hashtags on social media platforms, creating user-friendly websites, and generating meaningful content that resonates with their target audience. The coaching team also highlighted the importance of mobile optimization, considering that a large portion of internet traffic in Indonesia comes from mobile devices. For businesses that may not have access to

expensive developers or marketing teams, these simple yet effective strategies can make a tangible difference.

Another major component of the clinic was digital branding, developing a compelling and authentic online identity that reflects the values, stories, and uniqueness of the business and its founders. For entrepreneurs within the disabilities' community, digital branding is more than just aesthetics or marketing, it is a tool of advocacy, awareness, and representation. A strong digital brand can help challenge stereotypes, foster empathy, and connect with customers on a deeper, more emotional level. Participants were encouraged to reflect on their own brand identity by asking fundamental questions: What makes my business unique? What values do I stand for? What story do I want to share with my audience? Through guided exercises, they began crafting their brand messages, choosing color schemes, and developing visual elements that aligned with their mission and vision. The trainers shared successful case studies of small businesses, some even within similar disability-inclusive contexts that had leveraged personal storytelling and creative branding to build loyal customer bases.

Importantly, the coaching clinic was designed with inclusivity and accessibility at its core. Materials were adapted to suit various learning styles and abilities, and the trainers ensured that everyone, regardless of their background or physical condition, could fully participate. Sign language interpreters were present, visual aids were used extensively, and one-on-one support was available for those needing additional assistance. This inclusive approach not only enhanced the learning experience but also reaffirmed the commitment of Graha Nawasena to uphold the principles of equal opportunity and empowerment. One of the most inspiring outcomes of the session was the sense of community and shared purpose that emerged among participants. As they worked through their branding strategies and explored SEO tools together, they found common ground in their struggles, dreams, and resilience. The coaching clinic served not only as a capacity-building initiative but also as a space for networking, collaboration, and peer support. Some participants even formed small groups to continue supporting each other after the clinic ended, with plans to collaborate on future marketing campaigns and cross-promotions.

3.3 Visual Branding Result

The facilitators noted a marked improvement in confidence and digital literacy by the end of the clinic. Participants who initially felt intimidated by technology were now more enthusiastic and proactive, eager to implement what they had learned. Several attendees immediately began optimizing their online shops, revising their social media bios, and applying keyword strategies to increase their discoverability. Furthermore, the coaching clinic emphasized sustainability and follow-up. It was not intended as a one-time event but as the starting point of a longer journey. Graha Nawasena has committed to providing continued mentorship, resources, and possibly an online platform where participants can showcase their products collectively. This ongoing support structure is essential to ensure that the skills gained are not only applied but also continually refined as the digital landscape evolves.

This mentorship fosters awareness that social media has fundamentally transformed the dynamics of consumer interaction and corporate marketing strategies. The integration of digital marketing, especially through social platforms, has proven to enhance sales performance by facilitating direct communication between businesses and consumers. This interaction allows customers to easily access comprehensive product information from pricing, quality, and sizing to variants and promotions, thus fostering informed purchasing decisions. According to Lestari et al. (2024), social media marketing significantly improves SMEs' business performance by increasing visibility, engagement, and conversion. Social media platforms also offer substantial opportunities for businesses to market their products

or services effectively. Their advantages include fostering real-time communication, addressing customer dissatisfaction through collaborative interaction, serving as promotional tools, and contributing to brand-building efforts. As Wibawa et al. (2022) emphasize, selecting the right platform and maintaining consistent, high-quality content are critical for shaping brand perception and ensuring marketing success in competitive environments. Coping to the result of previous research, this mentorship result is outstanding since the promotional branding evolved in Graha Nawasena's social media which can be seen by the emerge of Difel Cale's Instagram account which can be seen in this figure:

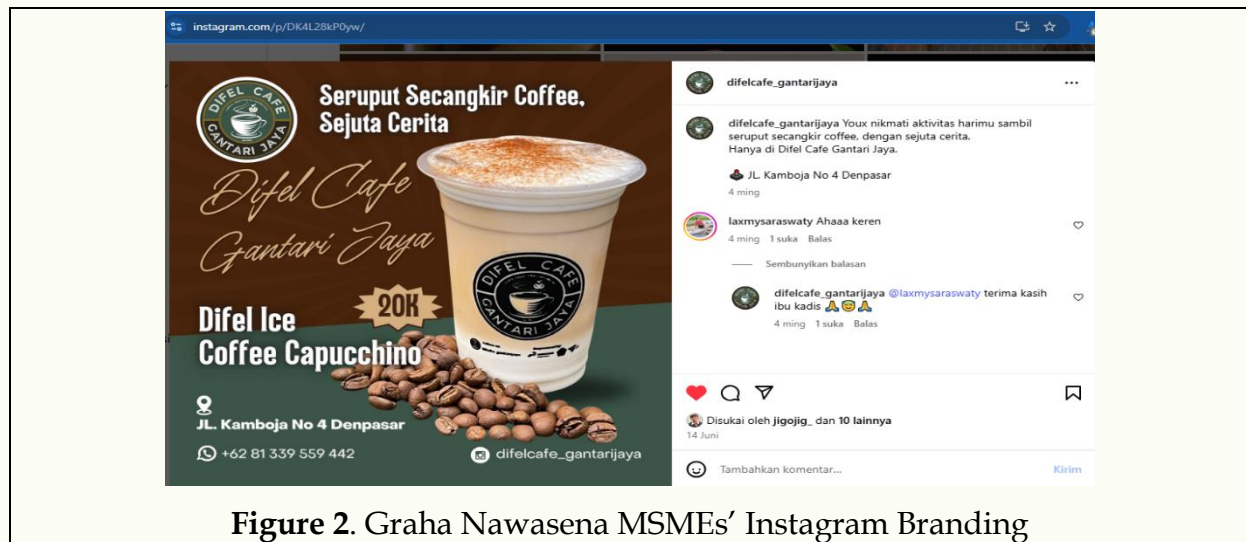


Figure 2. Graha Nawasena MSMEs' Instagram Branding

Figure 2 showcases a promotional post from Difel Café Gantari Jaya, an emerging micro, small, and medium enterprise (MSME) located at Jl. Kamboja No. 4, Denpasar. The visual itself effectively captures the core of creative digital marketing. Difel Café, known for its slogan “Seruput Secangkir Coffee, Sejuta Cerita” (Sip a Cup of Coffee, A Million Stories), exemplifies a community-driven business model, especially in the context of Graha Nawasena's mentorship and empowerment programs. This café is not just a beverage outlet; it is a symbol of local pride and entrepreneurial spirit.

The post that appeared online, according to Figure 2, garnered appreciation from none other than the Head of Denpasar Social Services. This commendation highlights how community-based economic initiatives are increasingly being noticed and supported by government institutions. The recognition underlines the importance of sustainable MSME development, especially those grounded in inclusivity and empowerment like Graha Nawasena's network of businesses. The promotional image reflects the result of a recent branding and digital content mentoring session, as conducted in partnership with social economy empowerment programs. The marketing content was carefully developed during this mentoring, where participants learned about visual storytelling, product staging, lighting techniques, and customer engagement strategies. Interestingly, the image was captured using a standard digital camera, relying not on expensive production but on clever application of lighting effects and thoughtful photo composition. This approach underscores the effectiveness of using accessible technology and creativity to craft professional-looking promotional materials.

The product being highlighted in the visual is “Difel Ice Coffee Capuccino”, a refreshing iced coffee served in a large takeaway cup. The branding on the cup is clear and consistent, featuring the Difel Café logo that prominently displays a minimalist coffee cup symbol which is simple, recognizable, and reinforcing brand identity. The coffee drink itself is

topped with a layer of frothy milk and sprinkled with cinnamon or cocoa powder, conveying indulgence and comfort. The cup is surrounded by whole roasted coffee beans, enhancing the sensory appeal and emphasizing product authenticity. This image is more than just a visual; it serves a multi-layered purpose. Firstly, it creates product awareness by showing a deliciously styled coffee. Secondly, it builds a brand story. The tagline, which translates to “A million stories in a cup,” implies that every sip taken at Difel Café carries an emotional and social experience. It connects to the cultural habit of sharing conversations and moments over coffee, especially in Indonesian society.

This emotional branding helps in forging a deeper relationship with the customers. Moreover, the pricing element is made clearly visible. With a price tag of 20K (20,000 Indonesian Rupiah), the café positions itself as affordable yet premium. This pricing strategy aligns with the purchasing capacity of the general population in Denpasar, especially targeting younger audiences such as students and local professionals who are seeking value-for-money experiences. The café’s contact information is also provided, including a WhatsApp number (+6281339559442) and their Instagram handle (difelcafe_gantarijaya). These details invite viewers to engage directly, either for placing orders or for exploring more about the café’s offerings.

In the current digital marketing landscape, multi-platform accessibility is key to expanding business visibility and customer interaction. From a broader perspective, the successful presentation of this post is a testament to the outcomes of community mentoring provided by institutions like Graha Nawasena Denpasar. Through training and guidance, MSMEs like Difel Café are empowered to move beyond traditional selling methods and embrace digital platforms as new business frontiers. The branding training not only equipped business owners with the tools to create content but also with the mindset to market strategically and emotionally. This aligns with Maulana’s (2024) findings, which emphasize that digital transformation among culinary MSMEs requires not only access to platforms but also consistent mentoring to develop adaptive marketing mindsets.

3.4 Attitude Improvement

Difel Café became a role model for other small businesses under Graha Nawasena’s mentorship. It demonstrates that effective marketing does not require massive budgets but rather a clear message, attractive visuals, and connection with community values. The photo, although taken with a regular camera, illustrates that visual storytelling, when done well, can capture attention, trigger emotions, and inspire action from the audience. This campaign also encourages collaboration between MSMEs and local government bodies. The appreciation from the Head of Denpasar Social Services is not just a formality, it is a validation of community-driven business innovation. It signals that local authorities are keen to support initiatives that not only contribute economically but also enhance the social fabric of Denpasar through inclusivity, sustainability, and local creativity. In addition to its business goals, Difel Café plays a subtle educational role by showing how visual branding can uplift a small product into something desirable and competitive. The cup of iced cappuccino is no longer just a beverage, it is now a representation of progress, empowerment, and cultural narrative.

The promotional post shown in Figure 2 is more than a mere advertisement. It embodies the synergy between creativity, mentorship, and digital marketing. It tells a story of how MSMEs, through consistent branding and community support, can achieve greater reach and impact. Difel Café Gantari Jaya stands as a beacon of what is possible when local entrepreneurs are empowered with knowledge, supported by their communities, and bold enough to embrace the digital age. This campaign not only boosts sales and visibility but also inspires other small businesses to tell their own “million stories” in a cup of coffee.

4. Discussion

The findings of this study, centered on the implementation of a coaching clinic for MSMEs within the Graha Nawasena Denpasar community, underline several pivotal insights into the role of digital branding and SEO training in enhancing the capacity and visibility of MSMEs, particularly those led by individuals from marginalized groups, such as people with disabilities. This initiative reflects broader trends in digital transformation among small enterprises, as well as the pressing need for inclusive, community-driven development models in Indonesia. Firstly, the participatory nature of the coaching clinic appears to be instrumental in bridging the digital divide that often isolates MSMEs from technological advancements. Many small business owners, especially those from underrepresented communities, face difficulties in adopting digital tools not due to lack of interest, but because of limited access, knowledge, and systemic support. The coaching clinic effectively addressed these issues by providing hands-on, personalized training that met the participants at their level of understanding. This aligns with Dhungana's (2024) findings, which emphasize that digital marketing training tailored to small business owners' existing capacities significantly improves adoption and business performance. Additionally, James et al. (2021) argue that inclusive, adaptable e-marketing strategies are crucial for ensuring small business survival and growth in post-pandemic realities.

One of the most notable aspects of the clinic was its dual focus on both SEO and digital branding. These two elements are often discussed separately in academic and business discourse, but the integration presented in this initiative highlights their interdependence. SEO, as described during the clinic, is not merely a technical process, it is fundamentally a communicative tool. It allows businesses to articulate their value proposition in a way that is accessible to both search engines and human audiences. This reinforces findings by Siregar et al. (2023), who emphasized that digital marketing success relies on strategic alignment between internal capabilities and external market conditions.

The case of Graha Nawasena is particularly compelling given its position as a hub for disabled entrepreneurs in Denpasar. The deliberate inclusion of accessible learning materials and diverse communication strategies such as sign language interpretation and visual aids, positions this initiative as a model for inclusive economic empowerment. Branding, in this context, takes on an added layer of social advocacy. As emphasized in the clinic, a strong brand identity can counteract stereotypes and elevate voices that are often unheard in the mainstream market. This supports the work of Erwin et al. (2023), who found that emotionally resonant and authentic marketing content significantly boosts customer engagement, especially when it reflects the lived experiences of the business owners. This mentorship also allows the participant to be aware that various promotional media are available today, from conventional to more innovative forms, all of which have proven effective in attracting new customer segments. The hospitality sector is no exception. Hotels and similar businesses are increasingly relying on platforms like Instagram and Facebook to boost brand awareness and inform potential customers about their services and offers. These platforms are especially effective due to their wide user base and visual nature, making them ideal for showcasing hospitality experiences. Consequently, many hotels have established dedicated digital marketing teams or assigned such responsibilities to e-commerce or marketing communication divisions. This shift highlights a broader trend in business operations, wherein online presence and content curation are integral to competitive marketing.

This result aligns with recent research emphasizing the growing importance of mobile applications and social media in driving business performance. Sugiharto (2024) highlighted that the integration of e-commerce platforms enables MSMEs to streamline operations, expand

customer reach, and improve financial outcomes through automated and cost-efficient systems. Similarly, Risdwiyanto, Sulaeman, and Rachman (2023) noted that sustainable digital marketing strategies including personalized content, targeted notifications, and loyalty features are instrumental in retaining customers and enhancing business resilience.

Building on this, Silalahi et al. (2025) found that MSMEs improved their performance by strengthening human resources and financial literacy as a foundation for product innovation. Through structured community training and participatory workshops, MSME managers enhanced their competencies in financial planning and online marketing. These businesses had begun implementing structured financial management and utilizing digital platforms such as websites and online marketplaces to broaden their market reach, particularly in the post-pandemic recovery phase. Patil (2023) further emphasized the effectiveness of localized training in empowering small businesses to adopt scalable digital marketing tools tailored to their product categories and consumer demographics.

Additionally, Rahman (2023) examined the role of online marketing strategies in enhancing customer engagement within the culinary sector, especially in the post-COVID-19 context. His study highlights that content marketing through social media platforms when delivered consistently and aligned with customer expectations can significantly increase consumer interaction and strengthen brand loyalty. Digital campaigns that incorporate storytelling, product visuals, and limited-time offers were particularly effective in attracting and retaining customer attention. However, viral campaigns alone were found insufficient in enhancing the effectiveness of marketing content, indicating that sustained content quality is vital in maintaining consumer attention and loyalty. Building on these findings, Risdwiyanto, Sulaeman, and Rachman (2023) emphasized the importance of implementing sustainable digital marketing strategies tailored to the unique characteristics of MSMEs. Their study promotes the integration of websites, social media platforms, and digital tools as a long-term growth framework. Likewise, Lestari and Sudarmiati (2024) demonstrated that optimized digital marketing when combined with strategic branding can significantly improve local product visibility and sales performance. By leveraging these tools, MSMEs can better connect with local consumers, promote their products more efficiently, and foster sustainable business growth in the evolving digital economy.

Moreover, the workshop's approach to branding, encouraging MSME owners to reflect on their values, vision, and uniqueness, helped reposition marketing not just as a commercial activity, but as a process of self-expression and community storytelling. This is especially relevant in the Balinese context, where cultural narratives and local identity play a central role in consumer perceptions. The integration of local elements in branding not only enhances relatability but also promotes cultural preservation, making the products more appealing to both domestic and international tourists. This insight echoes the perspectives of Jain et al. (2024), who emphasize that leveraging local culinary identity can play a key role in creating differentiated tourism experiences and expanding access to niche consumer markets.

The use of Instagram as the primary platform for Graha Nawasena's digital presence is also noteworthy. Given the visual nature of Instagram, training in content photography becomes essential. Visual appeal is a major determinant in online purchasing behavior, particularly for culinary products, which rely heavily on visual cues to convey taste, freshness, and quality. By equipping MSME owners with photography skills, the program directly enhanced their ability to attract and retain online consumers. This supports the findings of Gajdzik et al. (2023), who found that visual media significantly influences consumer decision-making in culinary contexts, reinforcing the importance of aesthetic elements in digital marketing.

Another important outcome of the clinic was the emergence of a supportive peer network among the participants. The coaching clinic functioned not only as a skill building platform but also as a social space where business owners could exchange ideas, experiences, and support. This peer learning model is a powerful tool for fostering resilience and innovation. According to Subarjo et al. (2023), community-based training and mentorship are key drivers of sustainable business practices among MSMEs, as they build trust and encourage long-term collaboration.

While the short-term outcomes of the coaching clinic are promising such as improved confidence, enhanced digital presence, and increased marketing knowledge, the study rightly highlights the importance of sustainability. Long-term mentorship, consistent access to resources, and ongoing evaluation are critical to ensure that the skills acquired do not stagnate. As Purwanti, Lailyningsih, and Suyanto (2022) point out, the ever-evolving digital environment necessitates that MSMEs continuously refine their strategies and capabilities. The commitment of Graha Nawasena to continue supporting its community through follow-up initiatives, mentorship, and possibly shared digital infrastructure (e.g., a communal online marketplace), is a commendable step in this direction. However, there are also challenges that warrant attention in future developments.

One potential limitation is the scalability of such personalized coaching clinics. While effective in small, focused settings, replicating this model across broader regions may demand significant resources, including trained facilitators, inclusive teaching materials, and technological infrastructure. Furthermore, although the coaching addressed content creation and SEO, areas such as financial literacy, customer relationship management, and supply chain optimization were not covered in depth. Integrating these components into future iterations would provide a more holistic support system for MSMEs. Another concern is the digital infrastructure and connectivity in more remote areas of Bali and Indonesia at large. While Graha Nawasena is situated in Denpasar with relatively good access to digital tools, similar communities in rural areas may not enjoy the same advantages. Addressing this digital gap must be part of any strategy aimed at empowering MSMEs through technology. Collaboration with governmental bodies and private sector stakeholders will be essential to expand digital inclusivity.

5. Conclusion

The findings of this study affirm that the implementation of a community-based coaching clinic at Graha Nawasena Denpasar has significantly contributed to enhancing the digital branding capacity of culinary MSMEs, particularly those led by people with disabilities. By integrating SEO fundamentals, storytelling-based branding, and inclusive teaching methods, the initiative provided not only technical knowledge but also psychological empowerment. Participants were encouraged to discover their brand identity, develop visual content that reflected their values, and utilize accessible tools to increase their online visibility. The emphasis on hands-on learning and contextual relevance proved essential in transforming abstract digital marketing concepts into actionable strategies tailored to the needs of small-scale entrepreneurs.

Beyond improving digital skills, the coaching clinic fostered a deeper sense of agency, community, and inclusivity among participants. The transformation of Difel Café from a modest MSME into a model of creative branding illustrates the potential impact of such interventions when designed with empathy and local relevance. Moreover, the collaborative spirit that emerged during the clinic reflected in peer support, shared experiences, and collective problem-solving demonstrated the value of social capital in MSME development.

These findings reinforce the importance of embedding capacity building programs within a framework that respects diversity, promotes accessibility, and celebrates local narratives.

However, to ensure long-term impact and broader scalability, future initiatives should consider integrating complementary components such as financial literacy, supply chain optimization, and access to digital infrastructure. The success of this pilot effort opens the opportunity to replicate similar programs in other communities, particularly those with limited access to branding and marketing resources. As Indonesia moves further into the digital economy, models like the Graha Nawasena coaching clinic offer a practical and inclusive blueprint for empowering MSMEs to become resilient, competitive, and socially impactful actors in their local economies.

6. Acknowledgement

We would like to express our gratitude to Graha Nawasena Denpasar, IAIN Metro and Institut Desain dan Bisnis Bali for facilitating this research. Having support from both institutions greatly influences this study to be successful and further research based on community service must be further applied in the future

References

- Badri, F., & Amrina, D. (2023). Strengthening the MSME digital economy as Indonesia's national economic resilience. *Journal of International Conference Proceedings*, 6(6), 274–285. <https://doi.org/10.32535/jicp.v6i6.2728>
- Dhungana, D. (2024). Impact of digital marketing on business performance of small and medium businesses in Birendranagar, Surkhet. *Journal of Nepal Management and Research*, 6(1), 198–209. <https://doi.org/10.3126/jnmr.v6i1.72097>
- Erwin, Suade, Y. K. M., Tanesia, C. Y., Sharon, S., & Maichal. (2023). Customer engagement usaha kuliner; kontribusi marketing content dan efek viral marketing campaigns. *INOBIIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 6(3). <https://doi.org/10.31842/jurnalinobis.v6i3.285>
- Gajdzik, B., Jaciow, M., Wolniak, R., & Wolny, R. (2023). Gastronomic curiosity and consumer behavior: The impact of television culinary programs on choices of food services. *Foods*, 13(1), 115. <https://doi.org/10.3390/foods13010115>
- Hadinata, S. (2023). Pemanfaatan digital marketing dalam perkembangan UMKM di era teknologi digital. *Journal of Computer Science and Digital Business*, 1(1).
- Harsono, B., P, I., Napitupulu, H., Napitupulu, S., & Saiful, S. (2025). Qualitative review and prospects for economic growth of MSMEs at the University of Indonesia. *Preprints*. <https://doi.org/10.20944/preprints202405.1281.v2>
- Jain, T., Priyadarshi, S., Das, M., & Gupta, A. (2024). Culinary tourism and its role in diversifying Punjab tourism offerings. *International Journal of Scientific Research in Engineering and Management*, 8(11), 1–7. <https://doi.org/10.55041/ijssrem38502>
- James, E., Etim, G., Nnana, A., & Okeowo, V. (2021). E-marketing strategies and performance of small and medium-sized enterprises: A new-normal agenda. *Journal of Business and Management Studies*, 3(2), 162–172. <https://doi.org/10.32996/jbms.2021.3.2.17>
- Kirom, N., & Sudarmiatin, S. (2022). Segmenting, targeting and positioning analysis of MSME Furniture Basuki LaCasa Malang. *Indonesian Journal of Multidisciplinary Science*, 1(7), 703–707. <https://doi.org/10.55324/ijoms.v1i7.136>

- Lestari, I. (2022). The role of owner's accounting knowledge in accounting information systems on micro small and medium enterprises. *Baskara Journal of Business and Entrepreneurship*, 5(1), 47–56. <https://doi.org/10.54268/baskara.5.1.47-56>
- Lestari, R., Sulastri, S., Shihab, M., & Andriana, I. (2024). Social media marketing and its impact on SMEs' business performance. *KnE Social Sciences*, 9(14). <https://doi.org/10.18502/kss.v9i14.16121>
- Lestari, Y., & Sudarmiatin, S. (2024). Optimization of digital marketing in increasing sales Bakpia Masaji Kediri UMKM products. *Jurnal Manajemen Bisnis Akuntansi dan Keuangan*, 3(1), 77–86. <https://doi.org/10.55927/jambak.v3i1.9175>
- Marlina, S., Hastuti, & Fatmayanti, A. (2024). Sosialisasi peningkatan pendapatan petani melalui inovasi pengolahan hasil tani dan digitalisasi pemasaran. *Room of Civil Society Development*, 3(6), 247–259. <https://doi.org/10.59110/rcsd.440>
- Maulana, F. (2024). From traditional to digital: Exploring the online marketing transformation of culinary micro, small, and medium enterprises (MSMEs) in Karawang Indonesia. *Open Access Indonesia Journal of Social Sciences*, 7(5), 1773–1788. <https://doi.org/10.37275/oaijss.v7i5.269>
- Ningsih, K., & Marwati, T. (2023). Marketing strategy analysis based on segmenting, targeting, and positioning in hospital. *Disease Prevention and Public Health Journal*, 17(1), 47–54. <https://doi.org/10.12928/dpphj.v17i1.6420>
- Nurpauji, C., Alghazli, M., Khoirusifa, S., Hafidz, G., & Reviansyah, S. (2024). Influence of market segmentation on fashion products on profitability levels with marketing strategies through social media and e-commerce. *JustInfo*, 1(2), 113–117. <https://doi.org/10.33197/justinfo.vol1.iss2.2023.1746>
- Patil, K. (2023). Digital marketing and its effect on growth of small business in select areas of Pune city with special reference to home care products. *TJJPT*, 44(3), 4268–4271. <https://doi.org/10.52783/tjjpt.v44.i3.2318>
- Prabowo, V. A., Patria, V., Sandi, S. P. H., & Hidayaty, D. E. (2023). Pengembangan strategi pemasaran coffee shop Salapan Djati. *ETNIK: Jurnal Ekonomi – Teknik*, 2(7). <https://doi.org/10.54543/etnik.v2i7.218>
- Purwanti, I., Lailyningsih, D., & Suyanto, U. (2022). Digital marketing capability and MSMEs performance: Understanding the moderating role of environmental dynamism. *Jurnal Manajemen Teori dan Terapan (Journal of Theory and Applied Management)*, 15(3), 433–448. <https://doi.org/10.20473/jmtt.v15i3.39238>
- Ridzal, N. A., Sujana, I. W., Malik, E., Asrya, A., & Kirana, L. I. (2025). Digital marketing strategy to increase product selling prices. *Room of Civil Society Development*, 4(1), 56–66. <https://doi.org/10.59110/rcsd.476>
- Risdwiyanto, A., Sulaeman, M., & Rachman, A. (2023). Sustainable digital marketing strategy for long-term growth of MSMEs. *Journal of Contemporary Administration and Management (Adman)*, 1(3), 180–186. <https://doi.org/10.61100/adman.v1i3.70>
- Silalahi, M., Sisca, S., Putri, D. E., Putra, H. S., Arshandy, E., & Silaen, M. F. (2025). Penguatan SDM dan literasi keuangan untuk inovasi produk UMKM Berkah Relief Pematangsiantar. *Room of Civil Society Development*, 4(3), 532–542. <https://doi.org/10.59110/rcsd.664>

- Siregar, W. V., Hasibuan, A., Sayuti, M., & Puspasari, C. (2023). Edukasi pemanfaatan digital marketing bagi pelaku industri. *MEJUAJUA: Jurnal Pengabdian Kepada Masyarakat*, 3(2). <https://doi.org/10.52622/mejuajuajabdimas.v3i2.100>
- Subarjo, Widarta, Witanti, A., & Sosanto, D. (2023). Pengembangan strategi pemasaran dan manajemen keuangan pada Kelompok Jamu Mulya Sari Abadi. *Masyarakat Berdaya dan Inovasi*, 4(2). <https://doi.org/10.33292/mayadani.v4i2.149>
- Sugiharto, B. (2024). The role of e-commerce for MSMEs as a digital marketing strategy in facing industrial revolution 4.0. *PRODUCTIVITY*, 1(1), 99-107. <https://doi.org/10.62207/80ndq458>
- Wardhani, W., Purnomo, P., Pratiwi, R., & Nasution, S. (2023). Digitalization, branding, and network collaboration strategy among SMTEs: Preliminary qualitative analysis. *Journal of Digital Marketing and Halal Industry*, 5(2), 167-184. <https://doi.org/10.21580/jdmhi.2023.5.2.18905>
- Wibawa, B., Baihaqi, I., Nareswari, N., Mardhotillah, R., & Pramesti, F. (2022). Utilization of social media and its impact on marketing performance: A case study of SMEs in Indonesia. *International Journal of Business and Society*, 23(1), 19-34. <https://doi.org/10.33736/ijbs.4596.2022>
- Wicaksana, G., Suprihatin, Y., & Mar'an, D. A. (2024). Infusing Tri Hita Karana on teaching Indonesian vocabularies for business for international students. *Unila Journal of English Teaching (UJET)*, 13(2), 55-60. <https://ujet.fkip.unila.ac.id/v2/article/view/85>