

Strategy for Establishing a Creative Team in Jagabaya Village to Improve Branding and Promotion of Village Commercial Products

Muhamad Iqbal Fauzan^{1*}, Sifa Ul Alawiyah¹, Indah Puji Lestari¹, Mirzan Ramadhan¹, Ferdy Hilmi Daffa¹, Nurlaelasari¹, Adinda Gisca Faradila¹, Nurhasanah¹, Yuda Pramudiya¹, Dewa Al Hasyemi¹, Rd. Kisan Marta Januar¹, Akbar Ilham Nugraha¹, Idul Fitra¹, Adam Ramdhani¹, Alfi Syahrinnur Juandi¹, Alan Suryadi¹, Arya Dhimas¹

¹ Universitas Garut, Garut, Indonesia.

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Corresponding Author:

Author Name*: Muhamad Iqbal Fauzan

Email*:

iqbal.basketer12@gmail.com

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Abstract: This article discusses the results of a community development activity carried out in Jagabaya Village, Mekarmukti District, Garut Regency, aimed at establishing a creative team focused on enhancing the branding and promotion of village commercial products. The objective of this activity was to provide training to local youth, enabling them to manage documentation and digitally promote village products through social media. The activity was conducted in two stages: digital skills training and the inauguration of the creative team. The training covered graphic design, photography, videography, and speaking in front of the camera. After the training, the creative team was inaugurated to continue the task of documenting and promoting village products. The results of this activity show that the formation of the creative team can enhance participants' digital skills, expand the market reach of local products, and strengthen collaboration between the school, village government, and youth. This program is expected to have a positive impact on the economic growth and online presence of Jagabaya Village's commercial products and contribute to the development of a more inclusive and sustainable community.

Keywords: Branding, Community Empowerment, Digital Marketing, Photography, Social Media, Training, Videography.

Introduction

In today's digital era, technological transformation has significantly altered the marketing landscape, making digital documentation and publication key elements in local product branding strategies (Douros et al., 2023; Irvani & Anisah, 2024; Morokhova et al., 2023; Tarabasz, 2024). According to Investopedia, digital marketing involves the use of digital platforms such as websites, applications, and social media to promote products and services, enabling brands to reach a wider audience efficiently and effectively (Chuunga et al., 2025; Ilori, 2022; Namligjiu & Ilieska, 2024). Furthermore, good product documentation serves not only as a technical guide but also as a powerful marketing tool. An article from 3di Information Solutions emphasizes that clear and informative product documentation can enhance brand credibility and help customers better understand the value

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and benefits of the product. Therefore, effective management of digital documentation and publication becomes a crucial strategy for villages to brand their local products, enhance their online presence, and attract a broader market.

Social media has become a strategic platform that allows villages to leverage local potential in effectively branding and marketing their products (Dlela, 2024; Otokiti et al., 2021; Yendra et al., 2024). In the digital era, social media not only serves as a communication tool but also as a primary channel for promoting and marketing local products. Platforms such as Facebook, Instagram, and YouTube provide villages with access to a broader audience at relatively low costs, enabling them to compete with larger entities in terms of visibility and marketing.

A study shows that social media advertising strategies can increase customer engagement by more than 50% in small businesses in rural communities, which in turn can boost economic activity and tourism in the area (Deb et al., 2024; Murniati et al., 2023). Additionally, research highlights that social media has enhanced connectivity and access to information in rural communities, enabling them to share knowledge and promote local products more effectively (Bhalla et al., 2021; Dašić et al., 2024; Dlela, 2024; Tiwari, 2022).

The use of social media by rural communities has proven to be effective in enhancing the visibility and competitiveness of local products. For example, Raksasari Village in Tasikmalaya Regency has utilized digital platforms to promote their cassava leaf processed products (Ariyanti & Kuswianto, 2025). With the right branding strategy, they successfully expanded their market reach and increased the sales of their local products. Additionally, training and mentoring in social media usage have also had a positive impact. In Suka Damai Village, MSME actors were provided training to utilize platforms such as Instagram, Facebook, and WhatsApp as promotional tools, which improved their understanding and skills in marketing products digitally (Putri et al., 2023). Thus, social media has become a powerful tool for villages to introduce and market their local products to a wider market.

To maximize the branding strategy of local products in villages, selecting the right social media platform is crucial. Various studies and field practices show that platforms such as Instagram, Facebook, TikTok, and YouTube are effective in promoting rural MSME products. For example, in Mandalahurip Village, the use of social media has successfully increased the visibility and reputation of local businesses, as well as expanded market reach at an efficient cost (Meilandi et al., 2022). Furthermore, training in the use of platforms like Instagram and TikTok Shop has helped MSME actors in Galengdowo Village understand digital marketing techniques, such as creating engaging content and copywriting strategies, contributing to sales growth (Madyoratri & Sari, 2024). By utilizing the visual and interactive features of these platforms, villages can build strong brand awareness and reach a broader audience, both locally and nationally.

The use of social media in villages presents significant challenges that can hinder its effectiveness. One of the main challenges is the low level of digital literacy among rural communities, which leads to difficulties in managing social media accounts and understanding digital marketing strategies (Dlela, 2024; Khan, 2023; Tayo & Nursanti, 2024). Additionally, limitations in infrastructure, such as unstable internet access and a lack of adequate devices, also serve as barriers to optimal social media utilization. Furthermore, ethical and digital security challenges, such as the spread of fake news and privacy violations, exacerbate the situation. For example, in Sawangan Village, the spread of inaccurate information through social media has caused confusion among residents, highlighting the importance of understanding digital ethics in social media use (Rouf et al., 2023).

To address these challenges, various solutions have been implemented. Digital literacy and social media marketing training have become strategic steps to enhance the community's ability to manage social media accounts and utilize digital platforms for product promotion. For example, in Tangkit Baru Village, training on the use of Instagram and Facebook as promotional tools has successfully increased the community's understanding of digital marketing (Damhudi et al., 2024; Wachid et al., 2024). Additionally, collaboration with external parties such as academics and non-governmental organizations can further strengthen the capacity of rural communities in facing digital challenges. With a comprehensive and sustainable approach, the challenges in using social media in villages can be overcome, opening up opportunities for more inclusive and sustainable economic and social development.

The purpose of this article is to report on the results of the development activities carried out in Jagabaya Village, Mekarmukti District, Garut Regency, in an effort to establish a creative team focused on enhancing branding and the publication of the village's commercial products. The formation of this creative team aims to provide training to the local youth, enabling them to manage documentation and digitally promote village products through social media. Thus, this article will outline the development process that has been conducted, the methods used, and the outcomes achieved, which are expected to enhance the online presence of Jagabaya Village's local products and contribute to the sustainable economic growth of the village.

Method

The data collection methods used in this activity were observation, interviews, and documentation (Amarulloh & Irvani, 2025; Hasanah et al., 2022). Observation was conducted to assess the conditions and potential of human resources in Jagabaya Village, particularly among the students of SMAN 29 Garut who have the potential to form a creative team. This observation aimed to understand the characteristics, skills, and interests of the students in the fields of photography, videography, graphic design, and digital content creation. Meanwhile, interviews were conducted to gauge the students' readiness to participate in the training and join the village's creative team, as well as to explore their desires and expectations related to the development of digital skills and social media.

The development activity was carried out in two main stages. The first stage was the training, which took place from August 9 to 15, 2023. This training was held at the KKN Posko in Jagabaya Village and was attended by seven youth representatives from SMAN 29 Garut. Although two participants withdrew due to overlapping school activities, the training proceeded smoothly. The training material was divided into two parts: theory and practice. The one-hour theory session covered the basics of graphic design, photography, videography, and techniques for speaking in front of a camera. Meanwhile, the practice session provided participants with the opportunity to directly apply the materials they had learned.

In the graphic design session, participants were trained in basic design techniques using applications such as Canva, aimed at enabling them to create design works without relying on pre-existing templates. In the photography training, participants learned various image capture techniques, such as object placement and lighting adjustments, to produce high-quality photos. For videography, the material covered included shot techniques such as long shots, medium shots, and close-up shots, which can be used to capture key moments professionally. Lastly, the speaking-in-front-of-the-camera session provided training to help participants speak confidently in front of the camera, a crucial skill for creating content for social media.

The second stage was the inauguration of the creative team, held on August 18, 2023, at the GOR in Jagabaya Village. The inauguration was attended by the prospective creative team members, representatives from SMAN 29 Garut, Jagabaya Village officials, and KKN students. Following the inauguration, the newly formed creative team is expected to continue documenting and publishing the village's commercial products through social media. As a result of this training and inauguration, the creative team in Jagabaya Village can serve as the spearhead in enhancing the branding of local products and helping the village gain more recognition in the digital space.

Result and Discussion

This community service activity was carried out in two main stages, with the first being the training held from August 9 to 15, 2023, scheduled daily from 2:00 PM to 4:00 PM WIB. The training took place at the KKN 43 Posko in Jagabaya Village and was attended by seven youth representatives from the local community, sent by SMAN 29 Garut. However, due to overlapping school activities, two participants were forced to withdraw from the program. Despite this, the training proceeded smoothly with the remaining participants.

The training was designed to provide understanding and practical skills in various fields related to digital branding, such as graphic design, photography, videography, and techniques for speaking in front of the camera. The training material was divided into two sessions, each lasting one hour. The

first session focused on theory, where participants were given foundational knowledge on each topic discussed. The second session focused on hands-on practice, allowing participants to apply the material they had learned with guidance from the instructors.

In the graphic design session, participants learned the fundamentals of design, including the use of the Canva application to create design works without relying on pre-existing templates. The photography session focused on teaching basic techniques for capturing good images, including composition and lighting adjustments to produce engaging and professional photos. In the videography session, participants were taught various video shot techniques, such as long shots, medium shots, and close-up shots, which can enhance the quality of the videos they produce. The final session, speaking in front of the camera, provided participants with the opportunity to practice speaking confidently in front of the camera, a crucial skill for creating video content to promote the village.



Figure 1. Training Activities for Prospective Creative Team Students

In the photography training session, participants were provided with basic photography knowledge and various techniques for object placement that can be used to create attractive and high-quality photos. The goal of this material was to equip the creative team members with the skills to maximize the use of a camera, even when photographing the same object. Participants were taught to view the subject from different angles and perspectives, allowing them to produce diverse and creative photos despite similar subjects. The more techniques mastered in photography, the greater the variety of photos that can be produced, offering flexibility in creating engaging and unique visual content (Ajiva et al., 2024; Chanifah et al., 2021; Trombeta & Cox, 2022). Thus, this skill is crucial for enriching the visualization of products to be published on digital platforms, enhancing the appeal and quality of the documentation for the village's commercial products.

In the videography training session, participants were taught the basic techniques for capturing video shots, including various types of shots such as establishing shots, long shots, medium shots, and close-up shots. The goal of this material was to help participants understand the different ways to capture video professionally. By mastering these techniques, participants are expected to be more creative and effective in capturing important moments and placing each element of the video in an engaging and meaningful way. The proper use of video shot techniques allows participants to record videos with higher visual quality, leaving a strong impression and enriching the story they want to convey through video (Amponsah, 2024; Xu et al., 2022). This is crucial for creating video content that will be used to promote the village's commercial products in a more appealing and professional manner.



Figure 2. Practical Photography for Videography

In the speaking-in-front-of-the-camera training session, participants were taught basic techniques for effective speaking on camera. Although the material presented was relatively brief, the main focus of this session was to equip participants with the skills to speak confidently and clearly in front of the camera. Each participant was asked to first write a script that they would read during the practice session. Afterward, all participants practiced speaking in front of the camera in an open space, aiming to build their mental resilience and courage when speaking in front of an audience. Practicing in an open space added an extra challenge, as participants had to adapt to real-life situations that are often more dynamic. In this way, participants not only learned speaking techniques but also honed their public speaking skills, which will be invaluable in creating video content to promote the village's commercial products (Nifa & Setiawan, 2023).

The second stage, the inauguration of the creative team, was held on Friday, August 18, 2023, from 3:30 PM WIB until completion, at the GOR in Jagabaya Village. The event was attended by the prospective creative team members, representatives from SMAN 29 Garut, representatives from Jagabaya Village officials, and KKN students. This inauguration marked an important moment in the process of forming the creative team, aiming to formalize the team's establishment and strengthen the commitment of all parties involved. With the presence of various stakeholders, the event was expected to enhance the synergy between the village's youth, the school, and the village government in supporting the sustainability and success of the village's commercial product branding and publication program.



Figure 3. Inauguration of the Jagabaya Village Creative Team

The final outcome of this stage was the formation of a creative team composed of several students from SMAN 29 Garut, who possess the potential and skills to develop the existence of the village's commercial products. This team is expected to play a key role in promoting and introducing the

village's products to a wider market. The response from the creative team members and the community has been very enthusiastic, indicating active involvement and full support for the program. The training sessions were conducted smoothly and in a conducive environment, fostering an effective learning process. With the establishment of the creative team, it is hoped that the sustainability of this program will have a positive impact on the economic development and promotion of the commercial products of Jagabaya Village.

Conclusion

The community development activity carried out in Jagabaya Village has successfully resulted in the formation of a creative team, which plays a vital role in enhancing the branding and promotion of the village's commercial products. Through the two-stage process of training and team inauguration, participants have gained valuable skills in digital branding, including graphic design, photography, videography, and public speaking in front of the camera. These skills are expected to significantly contribute to the effective documentation and publication of local products, thereby expanding their market reach.

The involvement of local youth, school representatives, and village officials has proven to be essential for fostering collaboration and ensuring the success of the program. The enthusiasm and active participation demonstrated by the creative team members and the wider community underscore the importance of this initiative in building a sustainable framework for the promotion of village products. The synergy created through this program has strengthened the village's capacity to manage and market its products digitally, positioning Jagabaya Village for long-term growth in the online marketplace.

In the broader context, the initiative in Jagabaya Village has important implications for rural communities seeking to enhance their economic development through digital marketing. The successful implementation of this program demonstrates how local communities can leverage the skills and creativity of their youth to increase product visibility and competitiveness, contributing to a more inclusive and sustainable economic growth model. The outcomes of this project not only enhance the village's online presence but also set a valuable precedent for other rural areas looking to implement similar branding and promotional strategies.

Conflicts of Interest

The authors confirm that there are no conflicts of interest related to the publication of this article. All research activities and analyses were carried out impartially and without any influence from personal or financial interests. The conclusions drawn from the study are based solely on the evidence gathered, ensuring the integrity and objectivity of the findings.

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