Optimizing BUMDes Lettuce Product Marketing Exposure Through Social Media in Jojjolo Village, Regency of Bulukumba

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ABSTRACT

The marketing of products produced by the Village-Owned Enterprise (BUMDes) in Jojjolo Village, especially lettuce, is currently limited in terms of promotion reach and public awareness. Therefore, BUMDes managers need to increase the utilization of digital media to promote their products. This Community Service Activity aimed to broaden the marketing of lettuce and create awareness about the products and reinforce the image of BUMDes. The activity took place from September 2nd – 11th, 2026, at BUMDes Jojjolo Village, Bulukumpa District, Bulukumba Regency. The method used was to observe the current state of marketing, coordinate with BUMDes managers, gather product data, produce promotional posters and videos, post promotional content on social media, and install BUMDes signage. The results indicated that there had been an increase in the promotional reach and recognition of lettuce products through social media. BUMDes managers expressed satisfaction with the promotional assistance provided and the installation of signage. This activity demonstrates that the use of social media with a clearly defined visual identity is a effective way to promote and support the marketing of local BUMDes products. Sustainability of this activity will depend on whether BUMDes

managers can consistently manage and develop their digital promotions.

1. Introduction

Village-Owned Enterprises (BUMDes) are a way to manage the economic potential of a village. Managing the economic potential of a village will help to develop local products. But developing a product isn't enough; you need a way to market it to many different people who may want to buy your product. One way to market your product is using social media. Social media can be used to introduce people to your products, communicate with them about what you have available, and expand how far you can promote your products. A study done by Adam et al. (2022) showed that digital marketing strategies using social media can help MSMEs promote their products. Also, a study done by Anggraini et al. (2022) showed that maximizing digital marketing through platforms like Facebook and Instagram can help partners who are working on community service projects increase their sales.

In addition to being promoted through traditional channels such as print advertising, agricultural products may also be advertised using social media. Pravina et al., (2023) studied the use of Instagram as a digital marketing communications tool for a hydroponics company; they found that Instagram has the ability to act as a means of communicating with customers about purchasing agricultural products. Additionally, Imelda and Hidayat (2025) showed that providing agricultural entrepreneurs with digital marketing training and mentoring could enable them to grow their market reach. These studies indicate that when businesses choose to utilize digital marketing techniques, it is important to provide guidance on how to develop marketing strategies and content that will resonate with potential buyers based upon the unique characteristics of each product. An example of an agricultural product that has great potential for digital marketing is lettuce grown under the direction of the Village Owned Enterprise (BUMDes) in Jojjolo Village.

Lettuce is one of the most common vegetables that is consumed by many people. In addition to being eaten as a main meal component, lettuce is often consumed with other meals as an accompaniment, such as raw vegetable (lalapan). The opportunity for lettuce to be developed into products and then marketed through the Village Owned Enterprise (BUMDes) of Jojjolo Village (Nurcahaya et al., 2023) exists. Initial observation during KKN activities in Jojjolo Village indicated that the marketing of BUMDes products, especially lettuce, had not been promoted optimally through digital media, which was also the cause of the lack of promotion of products and the lack of awareness among consumers. Therefore, a community service activity was conducted with the BUMDes management as partners to solve this problem. The solution offered included the creation of promotional poster and video, publishing via social media, and making signs like a banner for BUMDes.

The importance of developing and implementing business strategies that are relevant to the social-cultural characteristics of the region where the company operates is emphasized in this case study, as well as the need to establish business units based upon the potentials

available locally. Tarawiru et al. (2026) suggested that the success of Village-Owned Enterprises (BUMDes) was based upon efficient management and tangible benefits provided to the community. Thus, there is a necessity to enhance the marketing capabilities of BUMDes to promote their business development through the use of digital media. This program has been designed to broaden the promotional reach for lettuce products, raise awareness of BUMDes products/services among prospective customers, and allow BUMDes management to gain hands-on experience in using digital media for marketing purposes. This program is innovative because it integrates digital promotion with enhancing the visual identity of BUMDes through signage which serves as a business identity card for the enterprise within the village. This program will enable BUMDes management to carry out promotional activities independently after the completion of the Community Service Program (KKN).

In order to strengthen the marketing of lettuce products, BUMDes (Village-Owned Enterprise) management needs to develop the ability to conduct and maintain marketing activities in addition to developing promotional materials. Digital marketing is one way that BUMDes can increase exposure for its business units and village products (Lestariani et al., 2024). Additionally, BUMDes managers need to know what to do with the promotional materials that have been created in terms of effectively utilizing them based on the needs of the business. Finally, mentoring programs allow BUMDes managers to learn how to produce and manage simple content that can be used as part of marketing campaigns.

2. Method

The Community Service Program took place from September 2 to 11, 2026, at the village-owned company (BUMDes) in Jojjolo Village, Bulukumpa Sub-District, Bulukumba District. This program was directed to the management and employees of BUMDes, and other relevant parties that manage lettuce product. The methodology used in this program included observation, coordination, assistance with the production of promotional material, digital dissemination, and qualitative evaluation.

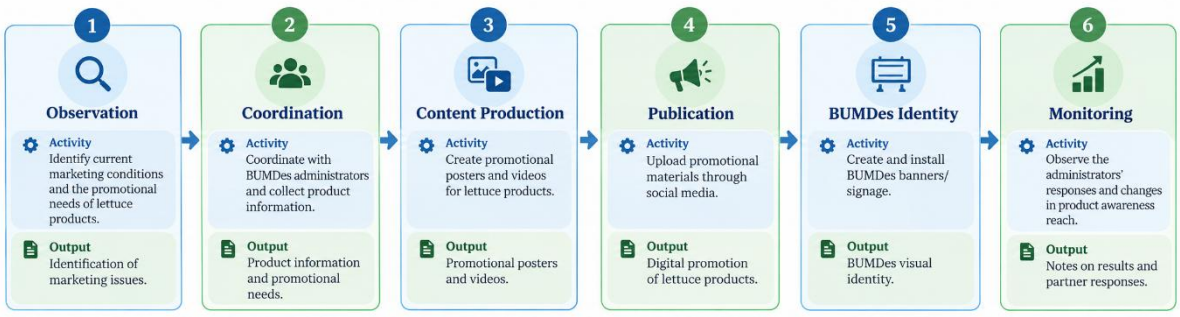


Figure 1. The Stages of Community Services Program

Data collection instruments included observation notes, communications or interviews with BUMDes (Village-Owned Enterprise) management, activity documentation, and observations of partner responses following publication. A descriptive qualitative analysis was conducted by comparing conditions before and after the activities, based on observations and feedback from the BUMDes management. This initiative did not involve quantitative measurements of turnover, sales volume, view counts, or social media engagement levels; therefore, the improvements reported in this article are qualitative in nature.

3. Results and Discussion

The research conducted indicates that the lettuce being grown by the Village-Owned Enterprise (BUMDes) of Jojjolo Village may have the ability to be marketed to a much wider audience. Unfortunately, there is still a lack of knowledge regarding the product and marketing strategies used to create awareness of the product among possible customers. As a result, there is a clear necessity to develop and expand promotional tools and introduce the product via digital platforms. The results of this study are in line with the findings of Anggraini et al. (2022) which showed that when the use of digital marketing is minimized, it can lead to less-than-optimal marketing outcomes.

Activity started by observing and coordinating with the BUMDes (Village-Owned Enterprise) management. After that, the team collected information about lettuce product that would be promoted. From that information, students developed promotional posters and videos which were relevant to the needs of introducing the products. Materials created were published through social media. Digital promotion was not only the way used by students to promote the products, but they also created a signage in the form of a BUMDes banner to strengthen the enterprise's identity and make the community realize the existence of the BUMDes.

The activity's results demonstrated how the promotional reach for lettuce products has increased and how people are now more aware of lettuce products on social media. The Village-Owned Enterprise (BUMDes) management responded positively to the student's assistance in promoting lettuce products to the public using digital promotions. The BUMDes management also expressed their appreciation for the installation of BUMDes signage, which will help create a clear identity for the BUMDes. These findings reinforce the research conducted by Pravina et al. (2023) regarding how social media can be utilized as a communication tool for marketing agricultural products. Additionally, Imelda and Hidayat (2025) emphasized that training and mentoring can allow business owners to independently conduct digital marketing.

The qualitative evaluation process was carried out through observation and feedback from the management of the BUMDes (Village Owned Enterprise). The BUMDes management responded positively to the use of social media and indicated that they were satisfied with the promotional materials produced by the students. The main obstacles to achieving success were the prior limitations on marketing reach and the need to consistently create and publish content. On the other hand, several factors contributed to the success of the initiative, such as the active participation of the BUMDes management in sharing product information and the partner's willingness to use digital media. Adam et al. (2022) stated that utilizing social media requires creative thinking as well as capacity building among entrepreneurs so that it can be used sustainably.

The program's long-term sustainability will depend upon the continued use of social media by the administrators of BUMDes (Village-Owned Enterprises). The BUMDes administrators may continue to post product information, produce new content regularly and brand themselves as BUMDes. In terms of future growth, the BUMDes can start to monitor and record their marketing data including the total number of posts, the reach of those posts, the engagement levels with those posts, the number of inquiries they receive from potential

customers, the volume of orders they receive and any change in sales. Keeping track of this data is necessary to objectively assess the effectiveness of using digital marketing.



Figure 2. The Community Service Program

4. Conclusion

The Village-Owned Enterprise (BUMDes) in Jojjolo Village has optimized the marketing of its lettuce products through social media platforms during the period of September 2–11, 2026. The optimization was achieved through several processes including observations, coordinations, developing promotional posters/videos, digital publications, creating identification materials for the BUMDes, and monitoring response from partners. As a result, the optimization has provided better qualitative reach for the product and received a positive response from the BUMDes management. In addition, the creation of identification materials has strengthened the BUMDes identity. In order to sustain the benefits of the program, it is recommended that the BUMDes management continue publishing regularly and start tracking marketing indicators periodically so that they can measure progress in promotional reach and sales.

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