

## **CETAR (Content Creation Training): Enhancing Footwear Products Market Value in Cangkang Wetan Village, Bandung Regency**

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### **ABSTRACT**

In the midst of digital transformation, MSMEs, especially the West Java Footwear Producers Alliance (ASPAK JABAR) in Indonesia, face new marketing challenges. This study focuses on implementing Content Creation Training (CETAR) to help ASPAK JABAR transition from contract manufacturing to retail by enhancing their digital marketing skills. CETAR includes training in copywriting, public speaking, and video editing. The implementation method of the study uses Pragmatic Action Research (PAC) approach. Results show that CETAR improves ASPAK JABAR's digital marketing abilities, including social media use, copywriting, design, public speaking, and video editing. The program positively impacts MSMEs, enhancing visibility and business opportunities. CETAR is a creative solution for digital marketing challenges, contributing to MSMEs' economic development in Indonesia.

**Keywords:** Digital Marketing for MSMEs, Profitability Enhancement Strategies, Digital Business Transformation, Content Creation.

### **ABSTRAK**

*Dalam menghadapi transformasi digital, UMKM, termasuk Aliansi Produsen Alas Kaki Jawa Barat (ASPAK JABAR), menghadapi tantangan pemasaran baru. Penelitian ini fokus pada Content Creation Training (CETAR) untuk membantu ASPAK JABAR bertransisi ke ritel dengan meningkatkan keterampilan pemasaran konten digital. CETAR mencakup pelatihan copywriting, desain grafis, public speaking, dan pengeditan video. Metode implementasi penelitian ini menggunakan pendekatan Pragmatic Action Research (PAC). Hasilnya menunjukkan peningkatan kemampuan pemasaran digital ASPAK JABAR, meliputi penggunaan media sosial, penulisan iklan, desain, bicara di depan public, dan penyuntingan video. Program ini berdampak positif terhadap UMKM dengan meningkatkan visibilitas dan peluang bisnis. CETAR adalah solusi kreatif untuk mengatasi tantangan pemasaran digital, berkontribusi terhadap pertumbuhan UMKM di Indonesia.*

**Kata kunci:** Pemasaran Digital UMKM, Strategi Peningkatan Profitabilitas, Transformasi Bisnis Digital, Kreasi Konten.

## INTRODUCTION

The West Java Footwear Producers Alliance (ASPAK JABAR) is an association of footwear artisans in Cangkuang Wetan Village, Bandung Regency, with 30 active members. However, the artisans of ASPAK JABAR had been engaged in footwear production long before the organization was founded. Footwear making is a skill passed down through generations and has become an integral part of the livelihood of Cangkuang Wetan's residents. Over the years, ASPAK JABAR has supplied footwear to several local brands, especially Indonesia footwear and sneakers. Currently, ASPAK JABAR is transitioning from a contract manufacturing business model to retail, aiming to increase product value by directly reaching consumers.

ASPAK JABAR looked determined to expand their product to wider audiences through social media technology. This shift is expected to boost profitability, which in turn could provide better welfare for the artisans. However, ASPAK JABAR faces challenges in reaching consumers, including the shift from offline to online shopping trends and the emergence of modern SMEs with strong digital presence as competitors. Internally, ASPAK JABAR also struggles to adapt to technology due to traditional work habits and the lack of human resources skilled in operating digital tools.



Figure 1. Footwear Making in Cangkuang Wetan Village

The root cause of these challenges lies in ASPAK JABAR's limited exposure to digital knowledge and capability to maximize the social media to promote their product, which hampers their ability to reach consumers who prefer to shop online. To address this issue, the proposed solution is to provide digital content marketing training for ASPAK JABAR members and also their communities. Using the media and creativity to enhance their ability to create content marketing skills, the artisans should be able to attract more consumers.

Content marketing involves planning and creating engaging content to draw in an audience and convert them into customers (Rowley, 2008). Marketing content typically includes visual, audio, audiovisual, video, and written elements, which are then published on social media platforms (Moreno, 2022). To create compelling content, skills in design, editing,

and copywriting is essential. Graphic design is the process of communicating through visual elements such as typography, photography, and illustrations to convey a message (Barnard, 2019).

Video editing involves manipulating and editing video footage to produce a final product that aligns with the desired outcome. This process includes cutting, rearranging, adding visual or audio effects, and more (Arifudin, 2022). Copywriting, on the other hand, is the art of writing persuasive sales messages that are backed by strong commercial acumen. Its goal is to influence consumer behavior and achieve sales target (Kathong, 2020).

In line with Hermawan, Subari, & Karamang (2024), quality content will support effective and sustainable social media marketing. In addition, content marketing functions as a means to increase brand awareness and introduce products (Kurniawan & Hermawan, 2022). Hence, social media marketing plays important roles as a tool of value creation that captures customers' attention (Jenifer & Nawangpalupi, 2024). As a footwear craftsman community, ASPAK JABAR also needs to pay attention to the challenges and sustainability of footwear in the Greater Bandung area by maintaining good product quality and image (Hermawan, 2020).



Figure 2. CETAR's Team and Partner

The research team implemented a content creation training program called Content Creation Training (CETAR), with each session attended by 10 participants. The training was divided into four key activities: copywriting, public speaking in front of the camera, video editing using CapCut, and photo content editing with Canva. This process aligned with the fundamentals of content creation, which include text, audio, and visual elements. Special mentorship was provided to the third-generation footwear artisans in Cangkuang Wetan Village, Bandung Regency, to inspire and educate them on content creation.

The training was conducted using a training of trainers (ToT) approach, a program designed to improve the trainers' ability to effectively deliver training (Pearce et al., 2012). This approach ensures the sustainability of the initiative by enabling the trained participants to pass on their knowledge to other ASPAK JABAR members. This methodology not only enhances their ability to create the content for their social media page, but also to stimulate

their ability to inspire the communities using positive social media to promote their product and make the design innovative.

## IMPLEMENTATION METHOD

The CETAR implementation method utilizes Pragmatic Action Research (PAC), which is a derivative of the Participatory Action Research method, reviewed using a pragmatism approach. The pragmatism concept refers to the functionality and effectiveness of activities in solving existing problems (Kaushik, 2019). The steps for implementation are explained in Table 1.

Table 1. Pragmatic Action Research Methodology

Research Stages	Procedures	Performance Indicators
Observation	Observing the conditions and situation of the research subject to identify a relevant research topic.	Introduction
Problem Formulation	Formulating the root cause of the situation being addressed.	Introduction
Planning	Designing an activity plan to promote capacity building.	Result
Implementation	Implementing the planned activities.	Result
Reflection	Evaluating the effectiveness of the activities in addressing the root cause.	Findings
Abduction	Reassessing the accuracy of the root cause analysis against the actual situation.	Findings

Based on discussions with the head of ASPAK JABAR and the head of Cangkuang Wetan Village, the primary challenge faced by ASPAK JABAR is low sales, particularly since the rise of online shopping trends. This is despite the high quality of ASPAK JABAR's products, honed through years of experience as a supplier for various footwear brands. It can therefore be concluded that the root cause of ASPAK JABAR's declining sales is their lack of technological proficiency in using digital platforms as sales channels.

The team designed activities aimed at optimizing the technological skills of ASPAK JABAR members by organizing content creation training. This training was held in four sessions, complemented by an online discussion forum to provide continuous support to participants throughout the process.

As part of the evaluation, a pre-test was administered before the training, and a post-test was given afterward to measure the training's effectiveness. The evaluation results were used as a basis for reflection on the overall effectiveness of the program's design. After four months of training, the team assessed ASPAK JABAR's sales performance. The final sales figures were then used to evaluate the accuracy of the root cause analysis in addressing the actual issues (Kaushik, 2019).

## RESULTS AND DISCUSSION

The mentoring program for ASPAK JABAR began with a needs assessment survey conducted by the CETAR team. The initial phase involved intensive discussions with the partners to identify the challenges they faced, which included an on-site visit to Cangkuang Wetan Village. Based on the issues that emerged, the CETAR team sought to understand the partner’s needs and developed a tailored mentoring concept focused on social media content creation. After formulating a prototype solution concept, the CETAR team validated the ideas through a second visit to Cangkuang Wetan Village. The outcomes of this visit served as the foundation for the CETAR team to design a detailed syllabus in preparation for the ASPAK JABAR mentoring program, which was implemented in June 2023.



Figure 3. CETAR Implementation Process

The implementation of CETAR is based on the Pragmatic Action Research (PAC) methodology, which emphasizes iterative cycles of problem identification, planning, action, observation, and reflection. This method allowed for a structured yet flexible approach addressing the challenges faced by MSMEs in Cangkuang Wetan Village. The CETAR program was segmented into three main phases: *Pre-Training*, *Training Period*, and *Self-Directed Transition*, each designed to progressively enhance the participants’ capacity in digital marketing and content creation.



Figure 4. CETAR’s Team Visit to ASPAK JABAR

The *Pre-Training* phase began with a needs assessment through field surveys and mentoring sessions to identify skill gaps and establish a baseline for training design. This phase

ensured that the program addressed the specific needs of participants, such as limited knowledge in social media management, graphic design, and video production. Based on these insights, a curriculum was tailored to provide targeted training modules during the subsequent *Training Period*.

During the *Training Period*, participants engaged in intensive sessions on copywriting, graphic design, public speaking, video editing, and marketing strategy. The practical, hands-on nature of these modules equipped participants with essential digital skills while fostering creative problem-solving. The final phase, the *Self-Directed Transition*, empowered participants to apply their newly acquired skills independently. Through networking and consulting support, participants transitioned from guided learning to self-reliant application, ensuring the sustainability of their efforts in promoting their products and scaling their businesses. This systematic implementation underscores the adaptability of the PAC methodology in community-based capacity-building initiatives.



Figure 5. Video Recording Simulation

Through the mentoring program, two key outcomes were achieved: intellectual outcomes, represented by the development of the Instagram platform, and practical outcomes, which included economic growth for the partners, improved digital marketing skills through content creation, and enhanced human resource capabilities and marketability. The evaluation of the partners' social media performance was conducted by monitoring the account @meta\_spots, a member of ASPAK JABAR, over the period from September 11, 2023, to October 10, 2023. Table 2. is a comparison of the results before and after the mentoring program:

Table 2. Content Creation Training Results

<b>Indicator</b>	<b>Before Mentoring</b>	<b>After Mentoring</b>
Social Media Management	Does not yet have social media for the company	Utilized social media for marketing, starting with brand awareness.
Copywriting Skills	Has not yet used captions for posts	Incorporated Call to Action (CTA) elements in both social media posts and captions.
Graphic Design Skills	Has not yet acquired graphic design skills	Employed the graphic design application Canva to create posts.
Public Speaking Skills	Has not yet produced video content	Developed scripts and storyboards for video production and used public speaking skills to market products using the AISAS framework.
Video Editing Skills	Has not yet developed video editing skills	Used the video editing application CapCut to produce interactive videos.

The CETAR team effectively guided partner members in leveraging social media for digital marketing through content creation. By integrating content with advertising features, the strategy successfully reached 1,372 social media users. This accomplishment underscores the effectiveness of employing technology and strategic intelligence to strengthen ASPAK JABAR's digital presence. The approach not only enhanced visibility but also successfully engaged a new audience segment, particularly those with high potential as consumers, through a targeted and impactful strategy.



Figure 6. Smartphone Photography Mentoring

Through the CETAR social media content creation training and mentoring activities, the outcomes achieved were not limited to an increase in social media account statistics. In addition to assisting the partner with a practical guidebook, the CETAR team also optimized social media accounts as an effective communication tool. The use of the partner's account as a platform to engage with their audience became a crucial aspect addressed in this activity.



Figure 7. ASPAK JABAR Members Participating as Panel Speakers at a Campus Event



The responsibility and accountability for the entire series of activities are reflected in the preparation of the final report. This report is not merely a form of documentation, but a demonstration of transparency and integrity in carrying out the project. By including the progress made, the CETAR team is committed to continuing to deliver positive and sustainable impacts for their partners, providing added value through the development of digital and economic capabilities.



Figure 8. CETAR Practical Guidebook

To make sure of the sustainable impact of the digital marketing training activity, CETAR practical guidebook was made as an effective solution for the marketers to implement the digital knowledge given in the training (see Figure 8). The guidebook consists of step by step of copywriting, editing, design, public speaking, and additionally includes the mindsets that a marketer should have. Aligned with the idea of Training of Trainer, the guidebook is also a tool to create a chain of knowledge, as it is distributed through ASPAK JABAR to the other community members. This is done to widespread the digital knowledge among the traditional MSMEs in the community.

## CONCLUSION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economic development. They contribute significantly by creating jobs, boosting income levels, promoting growth, and ensuring the country's economic stability. The CETAR team introduced a content creation mentoring program for the Cangkuang Wetan community, a village known for its shoe craftsmen, to provide education in content creation and drive the advancement of MSMEs in Cangkuang Wetan Village.

The CETAR program is an initiative by the CETAR team that provides training on digital business, creative marketing, social media strategy, and practical analysis to the partners of the PKM-PI team, namely the West Java Footwear Producers Alliance (ASPAK JABAR) in Cangkuang Wetan Village. This program aims to support the local economy of Cangkuang Wetan Village through the development of MSMEs, ultimately strengthening the village's role as a footwear production hub that contributes to the economic growth of West Java Province.

The CETAR team's initiative is expected to foster the business potential of the village's MSMEs, particularly in the digital space, helping them stay competitive in an increasingly digital economy. By enhancing the skills of local artisans in content creation and digital marketing, the program aims to empower Cangkuang Wetan's small businesses to expand their market reach and increase their profitability. We also encouraged the artisan and the community to create the content using the method to find creativity and think innovatively. By using an aesthetic approach for their social media content, we urge them to find their fresh ideas for a new way of creating content. They also need to participate in social media training outside our program to create more preferences.

Ultimately, the CETAR program hopes to position Cangkuang Wetan Village as a key player in the provincial economy, with its footwear craftsmen contributing significantly to West Java's economic progress. Through digitalization and strategic marketing initiatives, the village's MSMEs can thrive and become a driving force for regional development.

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