

TRANSFORMATION OF OK OCE MSMEs THROUGH DIGITAL CONTENT STRATEGY TO INCREASE BRAND AWARENESS AND COMPETITIVENESS

Andyan Pradipta Utama¹
Loeky Rono Pradopo²
Yudo Devianto³
Iwan Firdaus⁴

^{1,2,3,4}Universitas Mercu Buana

ARTICLE INFO

Article history:

Received: 23 Mei 2026

Revised: 17 Juni 2026

Accepted: 25 Juni 2026

Key words:

digital content marketing; brand awareness; MSMEs; business competitiveness; OK OCE.

DOI: 10.62335

ABSTRACT

The rapid development of digital marketing has intensified business competition and encouraged the emergence of new entrepreneurs, requiring micro, small, and medium enterprises (MSMEs) to strengthen their competitiveness through effective branding strategies. Consumers increasingly prefer well-known brands because they are perceived as more trustworthy, accessible, and capable of delivering consistent quality. Therefore, digital content marketing has become an important instrument for enhancing brand awareness and supporting business sustainability. However, preliminary observations indicated that MSMEs affiliated with OK OCE in Jakarta had not optimally implemented digital content strategies to strengthen their brand identity and market visibility. In collaboration with Universiti Malaysia Terengganu (UMT), this community service program aimed to improve the capacity of MSME entrepreneurs in developing digital content marketing strategies to increase brand awareness and business competitiveness. The activity involved 33 OK OCE MSME members and was conducted through face-to-face workshops, discussions, practical content creation sessions, and mentoring activities. The training materials covered brand awareness concepts, content planning, social media utilization, and the use of simple digital tools such as Canva and CapCut. The evaluation results demonstrated that 88% of participants experienced an increased understanding of digital content marketing and brand awareness, while 70% successfully created or optimized their business social media profiles during the program. Participants also expressed their commitment to implementing structured content plans to support future business development. These findings indicate that community-based digital marketing education effectively enhances MSME capabilities and contributes to sustainable business growth in increasingly competitive digital markets.

INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed business practices, particularly in the fields of marketing and customer engagement. Digital marketing

¹ Corresponding author: andyanpradipta@mercubuana.ac.id

has become an essential strategy for enterprises seeking to strengthen market presence, increase competitiveness, and build sustainable relationships with consumers. One of the primary objectives of digital marketing is to establish and enhance brand awareness through the creation of attractive, informative, and value-driven digital content that effectively communicates both product characteristics and brand identity. Consequently, the development of digital content strategies has become a critical component of contemporary business management and entrepreneurial success (Utama et al., 2023).

Brand awareness refers to consumers' ability to recognize or recall a particular brand either spontaneously or when exposed to specific cues, symbols, or promotional messages associated with that brand. Previous studies have emphasized that brand awareness represents consumers' knowledge of a brand's existence and constitutes an important determinant of purchasing behavior (Islahiyah & Utama, 2023). Consumers generally demonstrate greater trust and preference toward brands that are widely recognized because such brands are perceived as more reliable, accessible, and consistent in delivering quality. As a result, strong brand awareness significantly influences consumer decision-making and contributes to long-term business sustainability (Wulandari et al., 2023).

The increasing adoption of digital marketing platforms has simultaneously intensified market competition and lowered entry barriers for new entrepreneurs. The emergence of numerous micro, small, and medium enterprises (MSMEs) has created a highly competitive business environment in which consumers possess more alternatives but exhibit greater selectivity in their purchasing decisions. Consumer preferences are increasingly shaped by previous experiences, digital information sources, and online interactions that influence perceptions regarding products and brands (Utama et al., 2023). Under these circumstances, MSMEs must develop effective branding strategies to distinguish themselves from competitors and maintain customer loyalty.

Digital content marketing offers a strategic approach to addressing these challenges. Through the systematic creation and dissemination of relevant, engaging, and informative content, businesses can strengthen customer relationships, communicate brand values, and enhance visibility in digital environments. Effective content marketing not only supports promotional activities but also contributes to consumer trust, perceived value, and purchase intention (Rivansyah & Witjaksono, 2024). Therefore, integrating digital content marketing into business operations is essential for improving brand awareness and ensuring sustainable business growth.

This community service activity focuses on MSME entrepreneurs affiliated with OK OCE Indonesia, a social movement and entrepreneurial empowerment ecosystem that promotes job creation and economic independence through business development initiatives. Since its establishment in 2017, OK OCE has provided training, mentoring, financing access, and marketing support to MSMEs across various regions in Indonesia. The movement has successfully expanded its network to encompass hundreds of thousands of business actors, thereby contributing significantly to local economic development and entrepreneurship promotion (OK OCE Indonesia, n.d.). Nevertheless, many participating MSMEs continue to operate using conventional approaches in production, management, and marketing activities, limiting their ability to maximize digital opportunities.

Preliminary observations conducted by the service team indicate that the implementation of digital content marketing strategies among OK OCE entrepreneurs remains suboptimal. Many business owners have not yet fully understood how to design structured digital content, establish consistent brand identities, or utilize social media platforms strategically to increase market visibility. This situation highlights the need for educational interventions that integrate practical knowledge and evidence-based approaches to digital branding. Accordingly, this community service program aims to strengthen MSME capacities

in developing effective digital content marketing strategies to enhance brand awareness, improve business competitiveness, and support sustainable entrepreneurial development within the OK OCE community.

METHOD

Sharing and discussion to OK OCE business owners the value of knowing different ways to create awareness about their brand using digital content to promote their products, so they can keep their business going and grow even when there are many competitors. **In production**, it's important to know why brand awareness matters through digital content marketing. This helps understand what consumers need, so you can make products that match their needs and what they want. **In business management**, it's important to realize how brand awareness helps by using digital content marketing. This helps managers know what customers want, which makes it easier for them to make good decisions. In marketing, it's really important for marketers to understand brand awareness by using digital content marketing strategies so they can create the best marketing plans for the right target audience.

Target audiences: OK OCE business owners located at Jakarta.

Activity Method: Community service activities for the implementation of activities are face-to-face. The implementation of this activity has the following event schedule:

- 1) Opening of the event
- 2) Presentation of material: related to the knowledge aspect.
- 3) Question and answer activities.
- 4) Closing

The stages of community service activities are described in the following roadmap:

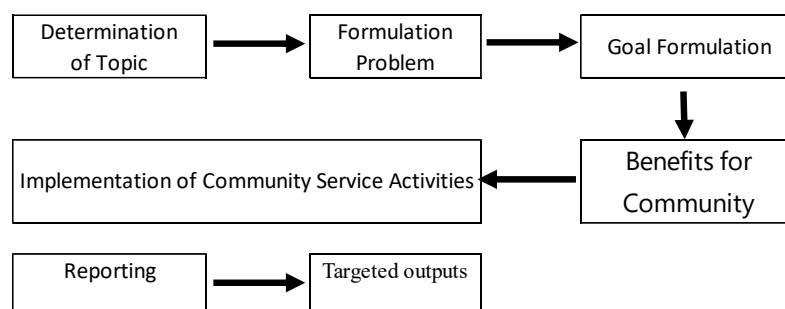


Figure 1. Stages of Community Service Activities

Types of Outputs According to the Activity Plan

The goal is for participants to realize how important it is to create brand awareness using digital content marketing when managing their business. Consumer awareness of a brand is expected to increase satisfaction and build stronger loyalty

Activity Evaluation Mechanism

- 1) The evaluation of activities was carried out through questionnaires related to the material.
- 2) Instructor evaluation questionnaire: related to the presentation of material
- 3) Activity implementation evaluation questionnaire: related to the implementation of socialization activities.

RESULTS AND DISCUSSION

Activity Implementation

The community service program entitled “*Transformation of OK OCE MSMEs through Digital Content Strategy to Increase Brand Awareness and Competitiveness*” was conducted

on May 6, 2026, in Jakarta, Indonesia. The activity involved 33 MSME entrepreneurs affiliated with the OK OCE community and was implemented through a face-to-face workshop combining lectures, practical sessions, group discussions, and mentoring activities.

The implementation process consisted of five sequential stages. The first stage involved opening remarks and an introduction to the importance of digital transformation for MSMEs. The facilitators emphasized that strong brand awareness serves as a strategic asset for improving market competitiveness and ensuring business sustainability in increasingly digital marketplaces. Participants were introduced to the relationship between digital content strategies, customer engagement, and long-term business growth.

The second stage focused on delivering educational materials concerning digital content marketing and branding. The topics included the concepts of brand awareness and competitiveness, strategies for maintaining consistent brand identity across multiple digital platforms, content categorization, and the utilization of digital tools to support content creation. Participants were introduced to practical applications such as Canva and CapCut for visual content production, as well as basic scheduling and analytics tools to optimize social media performance.

The third stage consisted of practical workshops in which participants developed draft digital content based on their respective products and services. Working collaboratively in groups, participants designed promotional materials, educational content, and storytelling approaches tailored to their target audiences. This practical component enabled participants to directly apply the concepts presented during the training sessions and encouraged peer-to-peer learning.

The fourth stage involved mentoring and feedback sessions facilitated by the community service team. Each participant received constructive input regarding visual consistency, message clarity, audience targeting, and content relevance. The feedback process aimed to strengthen participants' understanding of effective digital communication strategies and improve the quality of their planned marketing activities.

The final stage comprised activity evaluation through questionnaires and open discussions, followed by the formal closing of the program. The evaluation process assessed participants' understanding of the materials, satisfaction with the facilitators, and perceptions regarding the implementation of the activity.

Documentation of Activities

The workshop was comprehensively documented through attendance records, photographs, presentation materials, and video recordings. In addition, participants received digital learning modules and presentation slides containing guidelines on digital content marketing strategies, branding techniques, and practical tools for content creation. The documentation illustrates active engagement among participants, particularly during social media profile evaluations, group discussions, and content development exercises.



Figure 2. Documentation of Digital Content Marketing Workshop Activities

Evaluation of Activity Outcomes

The effectiveness of the community service program was evaluated using post-activity questionnaires, direct observation during practical sessions, and verbal feedback from participants. The evaluation results demonstrate positive outcomes in terms of knowledge enhancement and practical skill development.

A total of 88% of participants reported an increased understanding of digital content strategies, brand awareness, and business competitiveness following the workshop. This finding indicates that the educational approach successfully improved participants' conceptual understanding of digital marketing practices. Furthermore, approximately 70% of participants either established new business social media accounts or optimized their existing Instagram and Facebook pages during the activity. Several participants also expressed their commitment to developing structured weekly content plans and requested additional mentoring sessions to support implementation within their businesses.

Despite these achievements, several challenges were identified during program implementation. Older participants demonstrated relatively limited digital literacy, requiring additional assistance during practical activities. Moreover, differences in language preferences necessitated the use of bilingual instructional materials in both Bahasa Indonesia and English to ensure effective communication and participant comprehension.

Discussion

The findings of this community service activity confirm the strategic importance of digital content marketing in strengthening brand awareness and improving MSME competitiveness. Participants recognized that consistent and value-driven digital content enables businesses to communicate their brand identity more effectively while fostering stronger relationships with consumers. This observation aligns with previous research indicating that brand awareness functions as a critical determinant of consumer trust, purchase intention, and long-term business sustainability (Utama et al., 2023; Islahiyah & Utama, 2023).

The practical workshop approach proved particularly effective because it allowed participants to translate theoretical concepts into actionable marketing strategies. By directly creating digital content for their own products and services, participants developed greater confidence in utilizing social media platforms as promotional and branding tools. Such

experiential learning methods are consistent with community empowerment principles that emphasize active participation and contextual problem-solving.

Furthermore, the activity demonstrated that digital content marketing extends beyond promotional communication and contributes significantly to building competitive advantage among MSMEs. Educational content, storytelling, and user engagement strategies enable businesses to differentiate themselves in crowded markets while strengthening emotional connections with consumers. Previous studies have similarly reported that high-quality digital content positively influences consumer perceptions, satisfaction, and purchasing decisions (Rivansyah & Witjaksono, 2024; Utama et al., 2026).

The implementation of this program also illustrates the importance of integrating academic research findings into community empowerment initiatives. The training materials were developed based on empirical studies concerning digital marketing, consumer behavior, and brand management, thereby ensuring that the intervention was evidence-based and relevant to current business challenges. This research-to-practice approach increases the sustainability and effectiveness of community service programs while simultaneously contributing to the development of entrepreneurial ecosystems such as OK OCE.

From a broader perspective, the program contributes to strengthening digital transformation among Indonesian MSMEs by enhancing entrepreneurial capabilities and encouraging innovation in marketing practices. The outcomes support national priorities concerning economic resilience, creative industry development, and community empowerment, while simultaneously advancing the achievement of Sustainable Development Goals related to decent work, economic growth, and industrial innovation.

Learning Outcomes and Program Outputs

The implementation of this community service activity generated benefits for both participants and the academic team. From an educational perspective, the facilitators enhanced their competencies in instructional design, public communication, social media marketing, and community engagement. The activity also provided opportunities to apply theoretical knowledge related to branding, consumer behavior, and digital platforms within authentic business contexts.

The primary outputs of the program included the submission of activity reports and supporting documentation to the university. Additional outputs comprised the development and digital distribution of a practical guidebook entitled “*Digital Content Marketing for MSMEs*”, which serves as a sustainable learning resource for participants in implementing digital branding strategies within their respective enterprises.

CONCLUSION

The community service program on digital content strategy for OK OCE MSMEs successfully enhanced participants’ understanding and practical skills related to brand awareness development and business competitiveness in digital environments. Through workshops, discussions, and hands-on mentoring activities, participants gained knowledge on creating consistent and value-driven digital content, utilizing social media platforms effectively, and strengthening their brand identity to reach wider consumer markets.

The positive evaluation results indicate that the program contributed to increasing digital marketing literacy among MSME entrepreneurs and encouraged the adoption of structured content planning practices. The ability of participants to create or optimize their digital business profiles demonstrates the practical impact of the activity and reflects their readiness to embrace digital transformation initiatives.

Moreover, the integration of research-based insights into community empowerment activities proved effective in translating academic knowledge into applicable business strategies. This approach not only supports the sustainability and competitiveness of MSMEs

but also contributes to broader national priorities related to economic resilience, entrepreneurship development, and digital innovation. Future community service initiatives are recommended to incorporate continuous mentoring and advanced digital marketing training to ensure long-term implementation and measurable business outcomes among participating enterprises.

REFERENCES

- Hindardjo, A., Utama, A. P., Widayati, C. C., Marlapa, E., & Shiratina, A. (2025). Cross-country collaboration drives digital transformation of Indonesian diaspora UMKM in Penang. *Proceedings of the ICCD*, 7(1), 877–881.
- Islahiyah, N., & Utama, A. P. (2023). Influence of brand awareness, brand image, and trust against Kopi Kenangan purchasing decisions in West Jakarta. *Jurnal Ilmiah Manajemen dan Bisnis*, 9(3), 341–350. <https://doi.org/10.22441/jimb.v9i3.21710>
- OK OCE Indonesia. (n.d.). *OK OCE Indonesia*. Retrieved May 8, 2026, from <https://okoce.net/>
- Purnawan, D. R., Utama, A. P., Yuliantini, T., & Sari, A. (2024). The influence of service quality, customer relations and product quality on intention to return to The Bensara Café through customer satisfaction as mediation. *Dinasti International Journal of Education Management & Social Science*, 6(1).
- Rivansyah, M. S., & Witjaksono, B. (2024). Pengaruh konten pemasaran dan kualitas produk di media sosial Instagram Erigo terhadap keputusan pembelian pelanggan. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen dan E-Commerce*, 3(3), 22–37. <https://doi.org/10.30640/digital.v3i3.2892>
- Utama, A. P. (2025). Eco-driven: The role of green lifestyle, trust, and brand image in forming interest in buying electric vehicles in Indonesia. *KnE Social Sciences*, 10(22).
- Utama, A. P., Murti, T. R., Pradopo, L. R., & Halim, H. A. (2026). The role of content marketing in mediating the impact of brand awareness and attitude towards money on the decision to use the mobile banking application. In *Proceedings of the 2nd International Conference on Social Environment Diversity (ICOSEND 2025)* (pp. 340–350). Atlantis Press.
- Utama, A. P., Oktaviar, C., Murti, T. R., & Trisnawati, N. (2024). Analyzing the impact of ease of use and hedonic value on customer loyalty in digital banking: The mediating role of satisfaction in Livin by Mandiri. *TEC Empresarial*, 19(2), 107–121.
- Utama, A. P., Pradopo, L. R., Hudaya, A., & Zulfikar, R. R. O. (2026). Increasing brand awareness through digital content marketing for the sustainability of MSME businesses from NGO Permai, Penang, Malaysia. *BESIRU: Jurnal Pengabdian Masyarakat*, 3(5), 423–430.
- Utama, A. P., Sihaloho, S., & Nabila, S. N. (2023). The importance of brand awareness as a marketing strategy for business sustainability. *ICCD*, 5(1), 523–527. <https://doi.org/10.33068/iccd.v5i1.601>
- Wulandari, R., Sari, A., & Utama, A. P. (2023). Education on packaging and branding strategies to improve the performance of MSMEs in Cempaka Putih District in the Al Nisham Mosque Hall. *ICCD*, 5(1), 79–85. <https://doi.org/10.33068/iccd.v5i1.555>