

Development of Wedang Uwuh MSMEs through Digital Marketing in Bantul, Yogyakarta

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Abstract.

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting the national economy, particularly in generating employment and promoting income equity. One of the leading products rooted in local wisdom is wedang uwuh, a traditional herbal beverage originating from Imogiri, Bantul Regency. However, MSMEs in this sector still face challenges in marketing, which is predominantly traditional, thereby limiting their market reach. This community service initiative aims to enhance digital marketing capabilities among MSME actors through technical training on using social media and marketplaces such as Instagram, Shopee, and TikTok. The methods applied include field surveys, interviews, and workshops. The results indicate an increase in the participants' understanding and skills related to digital marketing, along with heightened awareness of the cultural value as part of branding. This program supports the transformation of wedang uwuh MSMEs to become more responsive to market changes and capable of expanding their sales reach through digital platforms.

Keywords: *MSMEs; Wedanguwuh; Digital marketing; Branding; Local wisdom.*

I. INTRODUCTION

MSMEs serve as crucial pillars of national economic growth by increasing income levels, generating employment opportunities, and ensuring regional economic stability. In Indonesia, there are more than 64 million MSMEs contributing over 60% to the national GDP. Among these, the traditional beverage sector, such as wedang uwuh, holds significant potential, not only economically but also culturally and medicinally. Originating from Imogiri, Bantul, this drink is composed of various spices including ginger, secang wood, and clove leaves (Setiawan, 2018).

Despite its potential, wedang uwuh MSMEs in Bantul encounter several marketing-related challenges. They largely rely on conventional sales strategies such as consigning products at local stalls or selling directly at traditional markets. These approaches restrict market penetration and hinder business growth due to limited competition. Moreover, the shift in consumer shopping behavior toward digital platforms necessitates urgent adaptation to digital marketing. Failure to adapt risks marginalizing these businesses in an increasingly competitive market (Rahmawati, 2025).

Digital marketing has proven effective and efficient in reaching a broader audience at lower costs. Social media platforms like Instagram, Facebook, and TikTok allow MSMEs to promote their

products interactively and visually. E-commerce platforms such as Shopee and Tokopedia facilitate transactions for both domestic and international customers. According to Badri (2022), MSMEs employing digital marketing witnessed up to a 50% increase in sales during their first year of transition.

This community engagement initiative aims to enhance the digital capacity of wedang uwuh MSMEs through technical training and support in digital marketing, as well as integrating local cultural narratives into branding strategies. By leveraging local wisdom as a product differentiator and utilizing digital platforms effectively, MSMEs in Bantul are expected to improve competitiveness and reach broader markets in line with the ongoing national digital economy transformation.

II. THEORETICAL FRAMEWORK

Digital Marketing

Digital marketing refers to marketing practices that utilize technology and digital platforms to reach consumers more efficiently and effectively. It encompasses social media, websites, search engines, and online marketplaces to introduce products and build customer relationships. Amid digital transformation, digital marketing has become a key strategy for MSMEs to enhance competitiveness and visibility (Rahmawati, 2025).

Research shows that MSMEs implementing digital marketing strategies experience significant improvements in both sales and brand awareness. Platforms like Instagram, Shopee, and TikTok serve not only as promotional tools but also as mediums to establish emotional connections with consumers through engaging and visual content (Badri, 2022).

Micro, Small, and Medium Enterprises (MSMEs)

MSMEs play a crucial role in a country's economic development by creating jobs and ensuring equitable income distribution. According to the Ministry of Cooperatives and MSMEs of the Republic of Indonesia (2021), strengthening MSMEs can be achieved through enhanced access to training, technology utilization, and network development. Small businesses such as Batik Giriloyo have the potential for global expansion with appropriate support in product quality, digitalization, and market access.

Branding and Local Wisdom

Branding involves creating a distinctive identity for a product, making it easily recognizable and memorable to consumers. For MSMEs, branding extends beyond logos and packaging—it includes values, stories, cultural heritage, and product philosophy. In this context, local wisdom becomes a key element that distinguishes traditional products like wedang uwuh from others. Locally influenced products often evoke strong emotional appeal when presented with authentic narratives (Afia & Sustiawan, 2025).

Branding based on local wisdom has been proven to enhance customer loyalty and MSME competitiveness, particularly in the digital era. For example, wedang uwuh, linked to Imogiri's cultural heritage, gains added value when marketed as part of Yogyakarta's cultural identity. Storytelling and visual branding strategies via social media platforms are effective tools for conveying this cultural message (Alwan & Kusumandyoko, 2023).

III. METHOD

This program began with a preliminary survey and in-depth analysis of the challenges faced by wedang uwuh MSMEs in Bantul, Yogyakarta, in developing digital marketing strategies. The problem identification process involved structured interviews with business owners, on-site observations at production locations, and analysis of existing sales data. The data were tabulated to illustrate the primary marketing challenges, forming a measurable foundation for designing appropriate intervention programs.

Table 1. Problem Analysis

No	Location	Problem
1.	Wedang Uwuh Kabupaten Bantul, Yogyakarta	Limited utilization of social media, digital marketplaces, and content creation.

Based on these findings, several strategically designed programs were formulated to provide meaningful support in enhancing business capacity, particularly in digital marketing. These steps aim to boost the competitiveness of wedang uwuh MSMEs and ensure sustainable growth while promoting local cultural products.

Tabel 2. Program Design

No.	Program Name	Activities	Objective	Date	Output
1.	Digital Marketing Training	Workshop on using Shopee, TikTok, Instagram	Equip MSMEs with digital promotional skills	20 May 2025	Article for Community Empowerment Journal, Report, and Documentation

IV. RESULTS AND DISCUSSION

The community service activity targeting wedang uwuh MSME development through digital marketing achieved notable outcomes. The training conducted on 20 May 2025 provided fundamental insights into the importance of digital platforms for product promotion and sales.

Participants, who were local beverage producers unfamiliar with social media and digital marketplaces, gained technical knowledge on creating business accounts on Instagram, Shopee, and TikTok, and on crafting attractive promotional content aligned with traditional product characteristics. They also learned visual branding strategies, hashtag usage, and content consistency.

Beyond technical skills, the initiative encouraged MSMEs to highlight local cultural values in their marketing strategies. Wedang uwuh was repositioned not only as a health beverage but also as a cultural heritage product with a compelling story. This narrative attracted digital audiences seeking both quality and authenticity.

As a tangible result, several participants became more active on social media and expanded their sales through Shopee, reporting increased consumer engagement and receiving orders from outside Bantul.

In sum, with proper training and support, traditional MSMEs like wedang uwuh can adapt to shifting consumer behaviors toward digital platforms. This transformation enhances product visibility, market potential, and embeds local cultural identity in the national digital economy.

Table 3. Program Implementation

Program	Activities	Date	Output
Digital Marketing Strategy Training	Workshop on Instagram Business, TikTok Shop, Shopee, account setup, and online promotion practice	2 June 2025	Article for Community Empowerment Journal, Report, and Documentation



Pictures 1. Program Implementation

V. CONCLUSION

This community service initiative demonstrates that digital marketing is a strategic approach to increasing the competitiveness of traditional MSMEs such as wedang uwuh producers in Bantul. Through social media and marketplace training, business actors acquired basic skills to use digital platforms for broader and more efficient marketing and sales.

Moreover, the program instilled an understanding of the importance of incorporating local cultural values into branding strategies. This approach encouraged MSMEs not only to sell products but also to share cultural narratives and identities. As a result, some participants began actively marketing their products digitally and experienced increased engagement and orders from beyond their local region. The initiative thus underscores the significant potential of MSME digitalization in supporting culturally rooted local economic development.

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