

Enhancing Consumer Purchase Interest through Marketing Socialization for Souvenir MSMEs in Penglipuran Village Indonesia

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Abstract.

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in supporting local economic development, particularly in tourism destinations. However, many souvenir entrepreneurs in Penglipuran Village continue to encounter challenges in attracting consumers due to limited knowledge of effective marketing strategies and evolving consumer preferences. This community service program aimed to improve entrepreneurs' understanding of consumer purchase interest and practical marketing approaches through a structured socialization program. The activity involved 25 souvenir MSME entrepreneurs in Penglipuran Village. The implementation consisted of interactive presentations, group discussions, and question-and-answer sessions focusing on consumer behavior, product value, service quality, digital marketing, and customer relationship management. Participants demonstrated increased awareness of marketing concepts and expressed stronger motivation to implement customer-oriented strategies in their businesses. The program also encouraged participants to recognize the importance of product differentiation, promotional activities, and service excellence in enhancing consumer purchase intention. Overall, the community service initiative contributed to strengthening the marketing capacity of local MSMEs and provided practical knowledge that may support business sustainability in tourism-based communities.

Keywords: *Community service; MSMEs; Consumer purchase interest; Souvenir industry; Tourism village; Marketing socialization*

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are recognized as one of the primary drivers of economic growth and employment in Indonesia, particularly in tourism destinations where local products contribute to visitors' experiences. Penglipuran Village, one of Indonesia's best-known tourism villages, attracts domestic and international visitors because of its cultural heritage, environmental sustainability, and traditional Balinese lifestyle. The presence of tourist attractions has created business opportunities for local entrepreneurs, especially those engaged in the souvenir industry.

Despite the growing number of tourists, many souvenir MSMEs still experience difficulties in increasing consumer purchase interest. Competition among businesses, changing consumer preferences, limited promotional strategies, and insufficient understanding of customer behavior

have become major challenges affecting sales performance. In today's competitive tourism market, entrepreneurs are expected not only to provide quality products but also to understand consumer expectations and develop effective marketing strategies that create positive purchasing experiences.

Community service activities play an important role in bridging the gap between academic knowledge and community needs. Through educational and capacity-building programs, universities can assist local entrepreneurs in improving their managerial competencies and business competitiveness. Marketing socialization serves as an effective approach to introducing practical concepts related to consumer purchase interest, customer satisfaction, service quality, product differentiation, and digital promotion.

Therefore, this community service program aimed to enhance the knowledge and awareness of souvenir MSME entrepreneurs in Penglipuran Village regarding strategies to increase consumer purchase interest. It is expected that the knowledge gained from this activity will encourage participants to adopt more customer-oriented marketing practices, strengthen business competitiveness, and contribute to the sustainable economic development of the tourism village.

II. METHODS

This community service program employed a participatory educational approach through a marketing socialization activity designed to strengthen the capacity of souvenir MSME entrepreneurs in Penglipuran Village, Bali, Indonesia. The program was conducted with the active involvement of 25 entrepreneurs operating in the local souvenir industry.

The implementation consisted of three stages. The first stage was preparation, which included a preliminary assessment through informal discussions with community representatives and local entrepreneurs to identify the primary challenges affecting consumer purchase interest. The findings indicated that many entrepreneurs had limited understanding of consumer behavior, marketing communication, product differentiation, and digital promotion.

The second stage involved the implementation of the socialization program. The activity was delivered through interactive lectures, group discussions, case studies, and question-and-answer sessions. The materials covered consumer purchase intention, factors influencing purchasing decisions, customer satisfaction, service quality, product innovation, branding, digital marketing, and customer relationship management. Participants were encouraged to share their business experiences and discuss practical solutions to the marketing challenges they encountered.

Table 1. Characteristics of Community Service Participants

Characteristic	Category	Number (n)	Percentage (%)
Gender	Male	10	40.0
	Female	15	60.0
Business Experience	< 5 years	7	28.0
	5–10 years	11	44.0
	> 10 years	7	28.0
Main Business	Traditional souvenirs	9	36.0
	Handicrafts	8	32.0

	Food and beverage souvenirs	5	20.0
	Fashion and accessories	3	12.0

Source: Community Service Program Data (2026).

The final stage consisted of an evaluation conducted through direct observation, participant feedback, and interactive discussions at the end of the program. The evaluation focused on participants' understanding of the presented materials, their engagement during the activities, and their willingness to implement the recommended marketing strategies in their businesses.

III. RESULT AND DISCUSSION

The community service activity was successfully implemented with the participation of 25 souvenir MSME entrepreneurs from Penglipuran Village. Throughout the program, participants actively engaged in discussions and demonstrated considerable interest in the topics presented. Many participants shared practical experiences related to declining consumer interest, increasing market competition, and difficulties in promoting their products effectively.

The socialization program enhanced participants' awareness of the importance of understanding consumer behavior as a basis for developing effective marketing strategies, understanding customer-oriented marketing, branding, service quality, product differentiation, and digital marketing practices

They recognized that purchasing decisions are influenced not only by product quality but also by factors such as product presentation, service quality, pricing, branding, and customer experience. The discussions also emphasized the importance of creating unique value propositions that distinguish local souvenir products from competing products available in other tourism destinations.

Table 2. Community Service Activity Agenda

Session	Topic	Learning Method	Expected Outcome
Opening Session	Introduction and program objectives	Presentation	Participants understand the objectives and expected benefits of the program.
Session 1	Consumer Purchase Interest and Consumer Behavior	Interactive lecture	Participants understand factors influencing consumer purchasing decisions.
Session 2	Marketing Strategies for Souvenir MSMEs	Lecture and discussion	Participants identify effective marketing strategies for tourism products.
Session 3	Branding and Digital Marketing	Case study and demonstration	Participants recognize the role of branding and digital media in increasing market reach.
Session 4	Discussion and Question & Answer	Group discussion	Participants exchange experiences and formulate practical solutions to business challenges.

Closing	Evaluation and Reflection	Feedback session	Participants evaluate the program and identify follow-up actions.
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Source: Authors (2026).

Another important outcome of the program was the increased understanding of digital marketing opportunities. Participants acknowledged that social media platforms and online communication channels provide cost-effective tools for promoting products, strengthening customer relationships, and expanding market reach beyond tourists who visit Penglipuran Village. Several participants expressed their intention to improve their online business presence by creating more attractive product displays and utilizing digital promotional content.



Figure 1. Marketing Socialization

The interactive nature of the activity encouraged knowledge sharing among entrepreneurs. Participants exchanged ideas regarding packaging innovation, product diversification, storytelling techniques based on local culture, and customer service practices. This collaborative learning environment contributed to strengthening the entrepreneurial network within the community and stimulated new ideas for improving business competitiveness.

Table 3. Summary of Participant Feedback

Evaluation Indicator	Positive Responses (%)
Relevance of the training materials	96
Clarity of the presentations	92
Usefulness for business development	95
Opportunity for discussion and interaction	100
Intention to apply the marketing strategies	92
Overall satisfaction with the program	96

Source: Participant feedback collected at the end of the community service program (2026).



Figure 2. Participants of the marketing socialization activity



Figure.3. One of MSME's at Penglipuran Village

IV. CONCLUSION

The community service program successfully enhanced the marketing knowledge and awareness of souvenir MSME entrepreneurs in Penglipuran Village regarding strategies to increase consumer purchase interest. Through an interactive socialization approach, participants gained a better understanding of consumer behavior, customer-oriented marketing, branding, service quality, product differentiation, and digital marketing practices. The discussions also encouraged entrepreneurs to exchange experiences and identify practical solutions to the marketing challenges they face in a competitive tourism environment.



Figure. 4 Committees of Marketing Socialization at Penglipuran Village

The positive responses from participants indicate that the program addressed their immediate learning needs and provided practical insights that can be applied to improve business performance. Strengthening entrepreneurs' marketing competencies is expected to contribute to increased customer satisfaction, stronger consumer purchase intention, and the long-term sustainability of local souvenir businesses.

Future community service programs should incorporate continuous mentoring, digital marketing workshops, business coaching, and periodic impact evaluations to measure changes in business performance, customer engagement, and sales growth. Such follow-up activities will ensure that the knowledge gained through socialization is translated into sustainable improvements for MSMEs in tourism villages.

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