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Mapping the Digital Marketing Needs of Ayu & Bagus Collection in Serangan Tourism Village, Bali: An Initial Stage in Strengthening Market Access for Seashell Waste Handicraft Products

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Abstract.
This community service activity represents the initial stage of mapping the digital marketing needs of Ayu & Bagus Collection, a souvenir handicraft MSME in Serangan Village, Denpasar, Bali. The business is distinctive because it utilizes discarded seashells from restaurants around Serangan and transforms them into various souvenir products with economic value. Although the products demonstrate good quality and appeal, field observations indicate that digital marketing has not yet been implemented optimally. The business currently has only a social media account as a basic promotional channel, has not established a store on an e-commerce platform, and does not yet use a content calendar to guide consistent marketing communications. The activity was conducted through field observation, discussions with the business actor, documentation of products and business processes, and a review of the available digital channels. The mapping identified four priority needs: strengthening the brand identity and narrative based on seashell waste processing, optimizing social media, opening and managing e-commerce accounts, and developing a content calendar and digital product catalog. At this visit stage, the team had not yet conducted training or account activation; therefore, the activity does not claim improvements in sales or digital capabilities. The recommendations developed will be implemented in the following year's community service program through training, assistance, activation of sales channels, and periodic evaluation. This mapping provides a basis for designing more targeted interventions to expand market access, support local creative enterprises, and strengthen circular-economy practices.
Keywords: *Ayu & Bagus Collection; Digital marketing; E-commerce; MSMEs; Seashell waste handicrafts.*

I. INTRODUCTION

Digital transformation has become an important pathway for micro, small, and medium enterprises (MSMEs) to expand market reach, build customer engagement, and improve the efficiency of marketing processes. However, digital transformation should not be understood merely as owning accounts or using applications in isolation. Verhoef et al. (2021) and Kraus et al. (2022) explain that digitalization is a process of change that connects technology, strategy, customer

experience, and business models. Accordingly, the success of digital marketing depends on business actors' ability to make digital channels part of their business routines.

This condition is highly relevant to community-based and handicraft MSMEs. Having a social media presence can create opportunities for visibility, but it does not automatically generate demand, transactions, or customer relationships. Product information must be presented clearly, content needs to be published consistently, ordering channels must be easy to use, and business actors need the ability to update all digital assets. OECD (2021) emphasizes that technology utilization by MSMEs needs to be accompanied by skills development and organizational adjustment. Matarazzo et al. (2021) also show that new technologies create value when they are transformed into capabilities for understanding customers and improving the value-creation process.

In Indonesia, the digital readiness of MSMEs is still influenced by limitations in human resources, business management, marketing, administration, and technological capabilities. Anatan and Nur (2023) found that these various barriers are interconnected, so knowledge transfer needs to be designed in a practical and context-appropriate manner. Community service programs, therefore, should not stop at dissemination activities but should begin with a needs diagnosis so that the materials, platforms, and forms of assistance genuinely correspond to partner conditions. Arisetyawan et al. (2023) show that digital marketing assistance can improve the understanding of village MSMEs, while Kilay et al. (2022) emphasize the potential of e-commerce to strengthen supply chain performance and business processes.

Serangan Village is a coastal area in South Denpasar District with tourism, culinary, conservation, and creative economy activities. The availability of telecommunications networks in this area indicates that the main challenge lies not only in physical access but also in the productive use of technology (BPS Kota Denpasar, 2024). As a tourism village, Serangan has opportunities to connect tourism experiences with purchases of local products, including handicrafts that carry cultural narratives and sustainability values (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, n.d.).

One MSME with such potential is Ayu & Bagus Collection. A public business profile lists Ayu & Bagus Collection as a retail souvenir business located at Jalan Tukad Penataran No. 6, Serangan, Denpasar, Bali. The basic information available includes its address, contact details, and operating hours (Ayu & Bagus Collection, n.d.). Based on field observations, the main strength of this MSME lies in its ability to process discarded seashells from nearby restaurants into various souvenir products. This activity not only produces marketable products but also carries a strong circular-economy narrative that can be communicated to tourists and environmentally conscious consumers.

Although its products are attractive and clearly differentiated, Ayu & Bagus Collection's digital marketing has not yet been implemented in a planned manner. The MSME already has a social media account, but the channel has not been managed as a consistent marketing tool. Its products have also not been marketed through e-commerce, so sales reach remains limited to direct relationships and opportunities arising from visits to the location. In addition, no content calendar is currently available to help the business manage themes, frequency, content formats, and calls to purchase on an ongoing basis. This condition creates a gap between product quality and the market's ability to discover, understand, and purchase the products online.

Previous studies indicate that the adoption of e-commerce and digital marketing may be associated with improved marketing, financial, and sustainability performance of MSMEs (Gao et al., 2023; Sharabati et al., 2024; Udayana et al., 2024). However, these benefits do not arise merely because accounts are created. Business actors need content assets, product information, ordering mechanisms, and management capacity. Therefore, this community service activity is positioned as a diagnostic stage within a phased program. The team does not claim to have conducted e-commerce activation, training, or achieved sales increases during this visit. The main outputs of this initial stage are a mapping of problems, priority needs, and a follow-up plan that can be implemented in the following year.

This activity aims to: (1) identify the product potential and digital marketing conditions of Ayu & Bagus Collection; (2) map the gap between the digital channels already owned and the requirements for online sales; and (3) develop a roadmap for implementing social media, e-commerce, a digital catalog, and a content calendar. Its contribution is to provide a realistic basis for interventions aimed at strengthening MSME market access, supporting local employment and economic growth, and promoting more responsible consumption and production in line with the spirit of the Sustainable Development Goals (United Nations, 2015).

II. METHODS

The activity employed a descriptive-participatory community service approach at the needs-assessment stage. The activity was conducted at Ayu & Bagus Collection in Serangan Village, South Denpasar, Bali, as part of the 2026 community service program. This approach was selected because the purpose of the visit was not to provide direct training, but rather to understand the business conditions, product potential, marketing barriers, and assistance needs most relevant to the partner.

The main sources of information were the MSME owner or manager, directly observed business conditions, available handicraft products, the process of utilizing discarded seashells, and the digital channels already owned. Data were collected using four techniques. First, field observations were conducted on products, raw materials, product presentation, and marketing activities. Second, informal discussions were held with the business actor regarding existing marketing activities and development plans. Third, the business conditions and products were documented. Fourth, the availability of social media, public business information, and e-commerce channels was reviewed.

Table 1. Framework for Mapping Digital Conditions, Potential, and Needs

Aspect mapped	Observation findings	Follow-up needs
Products and raw materials	The souvenir products are attractive and utilize discarded seashells from nearby restaurants.	Develop a brand narrative highlighting product uniqueness, local craftsmanship, and the circular economy.

Social media	A social media account is available but has not yet been managed as a consistent marketing channel.	Complete the profile, organize visual elements, determine content themes and posting frequency, and include calls to purchase.
E-commerce	Products have not yet been marketed through e-commerce platforms.	Open a store, configure shipping and payment settings, and upload products gradually.
Product catalog	Product information has not yet been compiled into a structured digital catalog.	Prepare product names, variants, sizes, prices, descriptions, photographs, stock information, and ordering procedures.
Content planning	No content calendar is currently available as a promotional guide.	Develop a 30-day content calendar combining products, production processes, waste education, and promotions.
Management sustainability	No digital training or assistance program was conducted at the visit stage.	Appoint an administrator, establish an implementation schedule, provide assistance, and evaluate usage in the following year.

The activity was carried out in five steps. The first step involved coordination and an explanation of the purpose of the visit to the partner. The second step involved observing product characteristics and business processes. The third step was a simple audit of the available digital marketing channels. The fourth step involved validating the findings through discussions with the business actor. The fifth step was the preparation of recommendations and a roadmap for the follow-up program. All stages were directed at distinguishing existing conditions, unmet needs, and interventions that would only be implemented in the following year.

The analysis was conducted descriptively and qualitatively by grouping the observation results into three categories: business potential, digital marketing gaps, and follow-up needs. The findings were assessed based on the function of each channel in the customer journey, namely discovering the business, obtaining product information, interacting with the seller, placing orders, and maintaining communication. Validation was conducted by comparing observation notes, documentation, discussion results, and business information available online.

This activity did not use pre-tests or post-tests because no training was conducted during the visit stage. The activity also did not collect sales data or sensitive financial information. Therefore, indicators of increased knowledge, number of transactions, revenue growth, and content effectiveness cannot yet be reported. These indicators are designed as part of the evaluation of the

follow-up program after social media and e-commerce channels have been activated and used routinely.

The partner's role was to provide information on business conditions, present the products, and validate the identified needs. The faculty team conducted observations, needs analysis, and program design. Students supported documentation and field note-taking. Partner participation was voluntary, while personal contact information and sensitive business data were not included in the analysis.

III. RESULTS AND DISCUSSION

Business profile and product potential

Ayu & Bagus Collection's main strength lies in products that are unique and relevant to the character of Serangan Village as a coastal area and tourism destination. Discarded seashells from restaurants in the surrounding area are processed into various souvenir products. Based on the team's observations, the products are visually appealing and have the potential to be developed as distinctive souvenirs from Serangan. Their value derives not only from their physical form but also from the story of waste utilization, local craftsmanship, and contributions to reducing residual materials from culinary activities.

This potential has not yet been fully translated into a digital value proposition. Online consumers need concise product stories, consistent photographs, information on sizes or variants, prices, availability, ordering procedures, and reasons why the products differ from other souvenirs. At the observation stage, these elements had not yet been compiled into a structured digital catalog. Thus, the primary issue is not product quality, but the absence of organized digital assets capable of communicating that quality to a broader market.

Digital development roadmap

The observation results produced a five-stage roadmap, as shown in Figure 1. The process begins with field observation and an audit of digital channels, followed by needs mapping. The mapping results form the basis for preparing assets and resources before training and activation activities are implemented in the following year. This roadmap is important to ensure that the program does not immediately open multiple accounts without product data, an administrator, content materials, and clear management mechanisms.



Figure 1. Digital Development Roadmap for Ayu & Bagus Collection

Source: Developed by the community service team (2026).

Priority needs and follow-up plan

The mapping identified four main priorities. First, the brand identity and narrative need to be strengthened by positioning the processing of discarded seashells as a distinctive value proposition. Second, the existing social media account needs to be optimized through a complete profile, consistent visuals, product information, calls to action, and a posting schedule. Third, the MSME needs to open an e-commerce account so that consumers outside Serangan can discover the products, compare variants, and place orders more easily. Fourth, a content calendar is needed to organize a combination of product content, production processes, waste education, business-owner stories, testimonials, and promotions.

Table 2. Digital Marketing Program Implementation Plan for the Following Year

Stage	Main activities	Planned outputs and indicators
1. Data preparation	Collect product data, prices, variants, stock, photographs, descriptions, location information, and appoint an administrator.	A product database is available and can be used across all digital channels.
2. Social media optimization	Improve the profile, visual identity, post formats, calls to action, and content scheduling.	The profile is complete, content templates are available, and posts follow the agreed calendar.
3. E-commerce activation	Create the store, configure payment and shipping, upload	The store is active, products can be found, and the ordering flow has been successfully tested.

	products, and conduct transaction testing.	
4. Content calendar and catalog	Develop a 30-day calendar, digital catalog, and materials on products and seashell waste processing.	The calendar and catalog are used by the partner for routine promotion.
5. Assistance and evaluation	Monitor posts, customer responses, management constraints, inquiries, and orders for 60–90 days.	The partner is able to manage the accounts independently, with usage records and improvement notes available.

Proposed digital channel prototypes

As a conceptual output of the observation stage, the team developed five digital channel prototypes that can serve as references for implementation in the following year: Instagram, TikTok, Shopee, TikTok Shop, and a website. These prototypes are not yet active accounts; rather, they provide visual representations of the recommended brand identity, profile structure, catalog arrangement, content style, promotional features, and contact flow so that the partner has a more concrete direction for development.

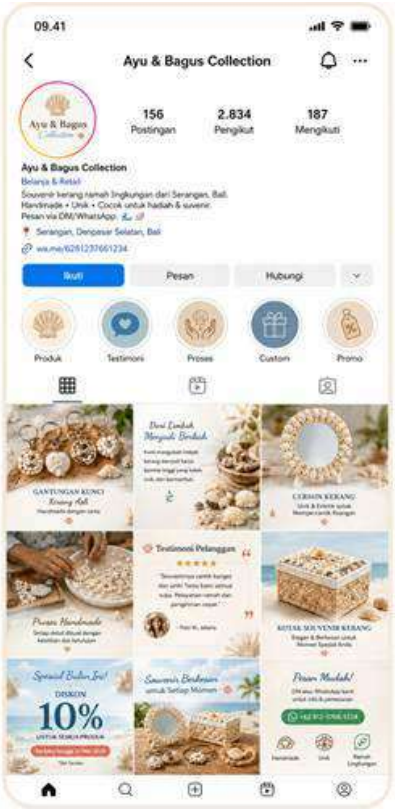


Figure 2. Ayu & Bagus Collection Instagram account prototype.

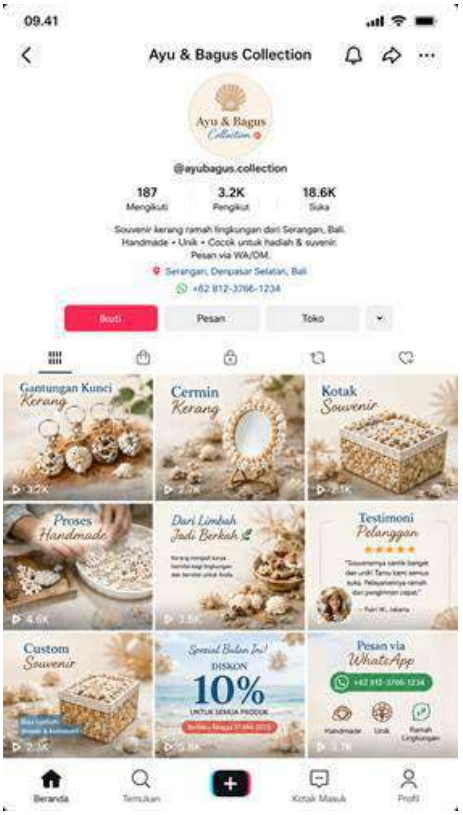


Figure 3. Ayu & Bagus Collection TikTok account prototype.

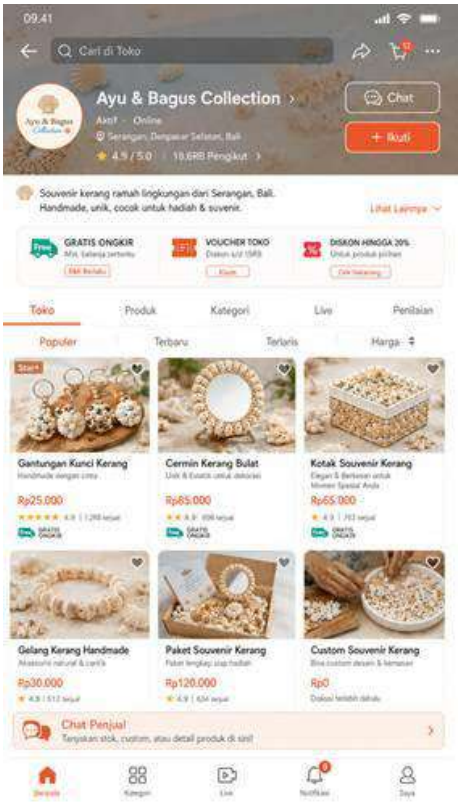


Figure 4. Ayu & Bagus Collection Shopee store prototype.

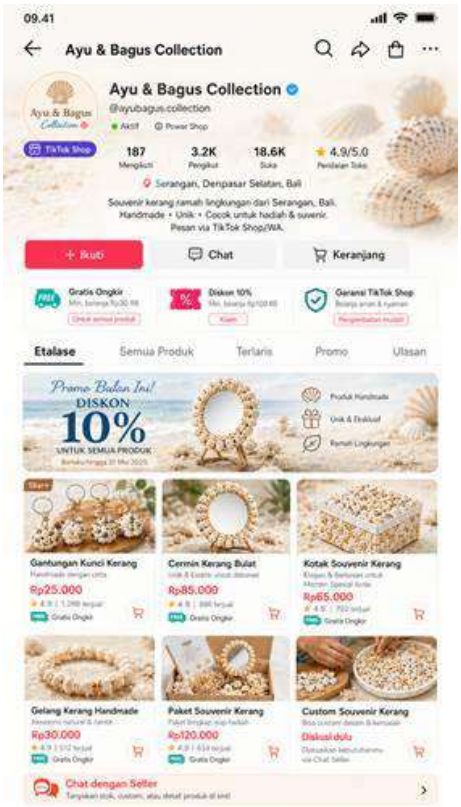


Figure 5. Ayu & Bagus Collection TikTok Shop account prototype.

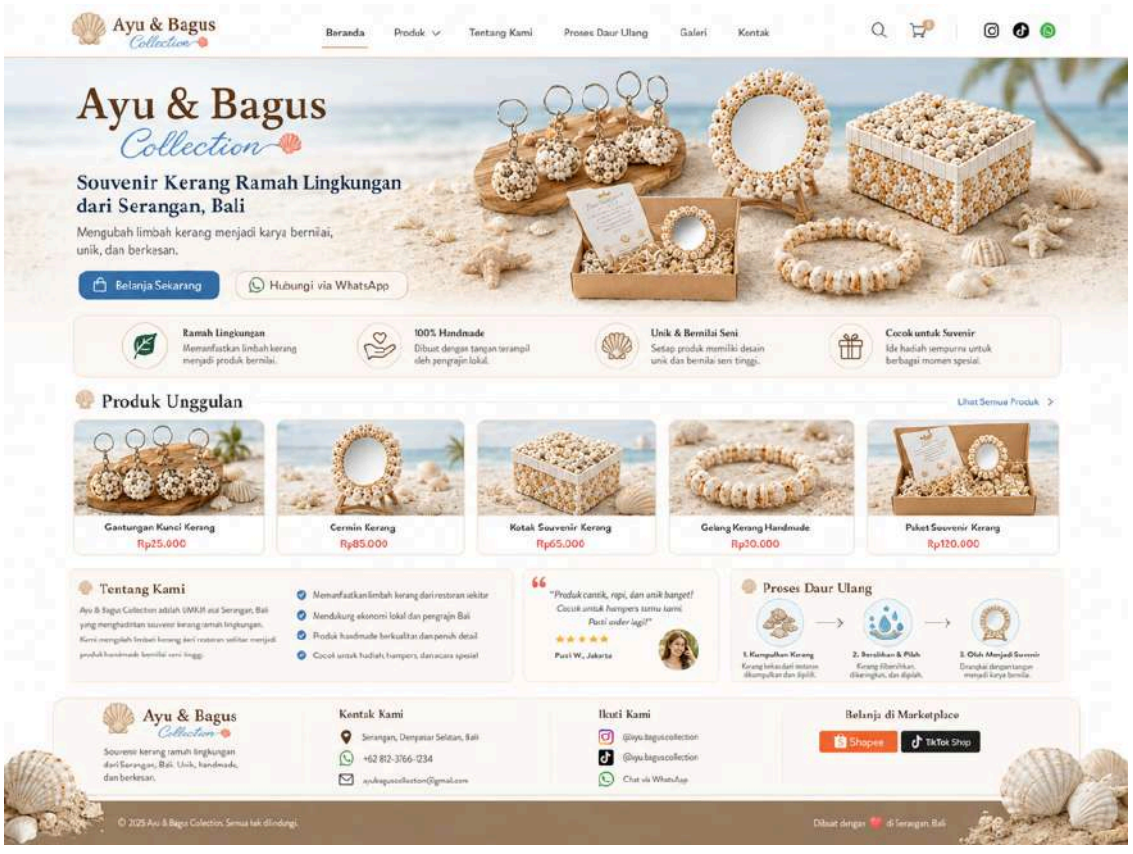


Figure 6. Ayu & Bagus Collection website prototype.

Source: Developed by the community service team (2026).

Discussion: from account presence to digital capability

Field findings confirm the distinction between digital access and the productive use of digital technologies. Ayu & Bagus Collection already has basic business information and a social media presence, but this presence has not yet formed a complete customer journey. Prospective consumers do not yet have a consistent pathway from viewing content and understanding the product to contacting the seller and completing a transaction. This pattern is consistent with Anatan and Nur (2023) and OECD (2021), which show that limitations in skills, routines, and governance can reduce the benefits of technology for MSMEs.

Social media optimization needs to begin with simple but measurable functions. The Instagram prototype (Figure 2) is designed to highlight the business's visual identity, an informative bio, product highlights, testimonials, production processes, promotions, and an example of a consistent content grid. Meanwhile, the TikTok prototype (Figure 3) emphasizes short-form video, demonstrations of the handmade production process, narratives of transforming waste into valuable products, and more dynamic promotional content. These two channels are positioned as tools for building awareness, providing education, and facilitating initial interaction with prospective customers.

Opening e-commerce channels is the next requirement because social media and marketplaces serve different functions. The Shopee prototype (Figure 4) and TikTok Shop prototype (Figure 5) illustrate how product catalogs, prices, variants, promotions, free-shipping offers, reviews, and seller-chat features can be organized in a more structured manner. Marketplace presence is important for increasing transaction confidence, facilitating ordering, and creating opportunities for broader market reach compared with relying solely on direct messages through social media.

The digital product catalog serves as a link between social media, marketplaces, and the website. Before account activation, the team and partner need to compile a list of products, product codes or names, variants, sizes, prices, stock, descriptions, photographs, and ordering information. The website prototype (Figure 6) is designed as a digital storefront that summarizes the brand identity, business story, featured products, recycling process, testimonials, contact information, and links to marketplaces. Accordingly, the website can function as an official information hub integrating all of Ayu & Bagus Collection's digital channels.

The development of prototypes also has practical value in the initial stage of the community service program. For the partner, the prototypes help visualize the expected form of accounts and content, making implementation requirements easier to understand. For the community service team, the prototypes function as working-plan documents for preparing training materials, a content calendar, product photography standards, and the steps for opening marketplace accounts in the following year.

A phased community service model also helps prevent partner dependence on the university team. The first year serves to understand the problems and develop the plan; the following year focuses on training, hands-on practice, and assistance. During the implementation stage, the business actor must be involved in selecting account names, preparing descriptions, taking photographs, uploading products, and managing customer responses. Assistance is needed to address obstacles after the accounts become active because the adoption process does not end with a single training session (Cueto et al., 2022; Kahveci, 2025).

From a sustainable development perspective, Ayu & Bagus Collection occupies a strategic position. Processing discarded seashells into souvenir products supports more responsible production practices, while expanding market access has the potential to strengthen the sustainability of local livelihoods. The most relevant contributions relate to SDG 8 on decent work and economic growth and SDG 12 on responsible consumption and production. The impacts on income and welfare must still be demonstrated using data after the digital program is operational; therefore, this article does not infer an untested causal relationship.

Evaluation of the following year's program is recommended to use verifiable indicators, including the completeness of social media profiles, the number of products listed in the catalog and on e-commerce platforms, consistency of posting based on the content calendar, response time to prospective customers, the number of inquiries or orders, and the partner's ability to manage accounts independently. If the partner agrees, changes in sales may be monitored over a period of 60–90 days. The use of these indicators will distinguish between outputs in the form of accounts that have been created and outcomes in the form of accounts that are actually used.

Limitations and follow-up needs

The main limitation of this activity is that it remains an observational visit. The team has not yet conducted training, created or activated e-commerce accounts, developed a content calendar together with the partner, or monitored transactions. The data obtained are also descriptive and do not yet include measurements of digital capacity or business performance. Therefore, follow-up activities should include an agreed schedule, appointment of an administrator, product data collection, provision of devices and account access, practice-based training, and an evaluation of use after implementation.

IV. CONCLUSION

The community service activity at Ayu & Bagus Collection produced an initial mapping that revealed a gap between product potential and digital marketing readiness. This MSME offers unique souvenir products made from discarded seashells and has strong potential to be developed as a distinctive product of Serangan Village. However, its existing social media presence has not been managed optimally, e-commerce channels are not yet available, and a content calendar has not yet been developed. As initial-stage outputs, the activity produced a digital development roadmap, an implementation plan for the following year, and prototypes for Instagram, TikTok, Shopee, TikTok Shop, and a website as visual references for subsequent implementation. In the following year, the program is recommended to focus on activating these digital channels, developing a catalog and content calendar, and providing account-management assistance so that Ayu & Bagus Collection's digital marketing can operate in a more structured and sustainable manner.

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