



Empowering PKK Cadres through Digital Marketing Training for Local Product Promotion to Support Stunting Prevention in Banteran Village, Banyumas Regency

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ARTICLE INFO

Article history

Received : 7-11-2025

Revised : 29-11-2025

Accepted : 29-11-2025

Keywords

community empowerment, PKK, digital marketing, Shopee Affiliate, stunting prevention

ABSTRACT

The high prevalence of stunting in Banteran Village, Banyumas Regency, is closely related to limited family income and a lack of community empowerment, especially among mothers who are members of the Family Welfare Movement (PKK). Most members have potential local products, yet their marketing skills remain low, limiting their ability to utilize digital platforms to improve household income. To address this issue, a community engagement program was conducted to strengthen the digital capacity of PKK members through digital marketing training. The activity, held on July 12, 2025, at the Embung Banteran Hall, applied a participatory empowerment approach consisting of two stages: material presentation and hands-on practice. Participants were introduced to the concept of digital marketing and guided to create Shopee Affiliate accounts. The results indicated that participants showed improved digital literacy, self-confidence, and skills in promoting local products online. Moreover, the activity contributed to enhancing family economic independence and demonstrated the potential of digital empowerment as an indirect approach to stunting prevention. This program emphasizes that digital skills development among women's community groups can be an effective strategy for sustainable community empowerment and local economic growth.

Tingginya angka stunting di Desa Banteran, Kabupaten Banyumas, berkaitan erat dengan keterbatasan pendapatan keluarga dan rendahnya pemberdayaan masyarakat, khususnya di kalangan ibu-ibu anggota Pemberdayaan dan Kesejahteraan Keluarga (PKK). Sebagian besar anggota PKK memiliki potensi produk lokal, namun keterampilan mereka dalam pemasaran digital masih rendah sehingga belum mampu memanfaatkan platform daring untuk meningkatkan pendapatan rumah tangga. Untuk mengatasi permasalahan tersebut, dilakukan kegiatan pengabdian kepada masyarakat berupa pelatihan digital marketing guna memperkuat kapasitas digital anggota PKK. Kegiatan yang dilaksanakan pada 12 Juli 2025 di Aula Embung Banteran ini menggunakan pendekatan pemberdayaan partisipatif yang terdiri dari dua



tahap, yaitu penyampaian materi dan praktik langsung. Peserta diperkenalkan pada konsep digital marketing serta didampingi untuk membuat akun Shopee Affiliate. Hasil kegiatan menunjukkan peningkatan literasi digital, kepercayaan diri, dan keterampilan peserta dalam memasarkan produk lokal secara daring. Selain itu, kegiatan ini berkontribusi terhadap peningkatan kemandirian ekonomi keluarga dan menunjukkan bahwa pemberdayaan digital dapat menjadi pendekatan tidak langsung dalam pencegahan stunting. Program ini menegaskan bahwa peningkatan keterampilan digital pada kelompok perempuan dapat menjadi strategi efektif untuk pemberdayaan masyarakat yang berkelanjutan dan pertumbuhan ekonomi lokal..



A. INTRODUCTION

Banteran Village, located in Sumbang Subdistrict, Banyumas Regency, covers an area of 363.785 hectares, of which approximately 88.57% is utilized for agricultural and plantation purposes (BPS Kabupaten Banyumas, 2025). The main livelihoods of the residents include farming, livestock breeding, gardening, and small-scale trading. The village is situated in a highland area and is known for its fertile soil and rich local resources. In addition to agriculture, Banteran also supports aquaculture activities, such as the cultivation of gourami, catfish, and tilapia. The village possesses a small reservoir, Embung Banteran, which functions both as a water catchment area and a local tourism site (Balai Besar Wilayah Sungai Serayu Opak, 2025).

Based on the 2023 EPPBGM data, the prevalence of stunting in Banteran Village was 12.83%. The Family Welfare Movement (PKK) in Banteran Village envisions realizing prosperous, healthy, and independent families through community empowerment (TP PKK Kab. Lima Puluh Kota, 2020). However, stunting remains a major public health concern, particularly among children aged 7–24 months (Dinkes DI Yogyakarta, 2025). The community engagement team and PKK partners identified several key issues contributing to the high stunting rate, including poverty, low levels of exclusive breastfeeding, limited knowledge of complementary feeding practices, and cases of adolescent pregnancy (Natasha et al., 2024; Puspitasari, 2020; Rusliani et al., 2022; Usman&Ramdhhan, 2021). Despite the abundance of local food resources—such as cassava (mocaf flour), rice flour, tempeh, and moringa leaf powder—these ingredients have not been fully optimized to support family nutrition due to economic limitations and a lack of awareness.

Previous community empowerment programs in Indonesia have demonstrated that improving maternal knowledge and strengthening household economic capacity can significantly contribute to stunting reduction (Desi&Handayani, 2023; Natasha et al., 2024; Prastiwi et al., 2021; Zakaria et al., 2025). Moreover, the adoption of digital marketing skills has been proven to enhance income-generating activities among rural women by expanding market access and entrepreneurial opportunities (Arfan&Hasan, 2022; Batubara et al., 2023; Hendra et al., 2024; Prihatini, 2022). However, in Banteran Village, the digital literacy of PKK



members remains low, which limits their potential to utilize online platforms for economic advancement.

To address this gap, the present program proposes a Digital Marketing Training for PKK cadres in Banteran Village. The training aims to enhance participants' skills in using digital platforms to increase household income through online business opportunities. Participants will be guided to create Shopee Affiliate accounts to improve visibility and market reach. This initiative is expected to serve as an initial step toward economic empowerment of families, which indirectly supports stunting prevention efforts in Banteran Village.

B. METHODS

This community engagement activity was conducted on July 12, 2025, at the Embung Banteran Hall, Banteran Village, Sumbang Subdistrict, Banyumas Regency. The participants were members of the PKK, consisting of local women who actively participate in community and family welfare activities. This approach is implemented through an andragogical method involving interactive discussion sessions and case-based problem-solving using local products

The program applied a participatory empowerment approach, emphasizing the active involvement of participants in the learning process. The activity consisted of two main stages:

1. Material Presentation: The facilitators delivered educational sessions on the basic concepts of digital marketing, including online business opportunities, the use of social media for product promotion, and the potential of affiliate marketing to increase household income.
2. Hands-on Practice: Participants were guided step-by-step to create Shopee Affiliate accounts. This practical session aimed to enhance their digital literacy and ability to promote local products and home-based businesses online.

At the end of the session, a short evaluation was conducted through observation and feedback discussions to assess participants' understanding and ability to apply the digital marketing skills learned during the training. The parameters of success were measured by the level of understanding of digital marketing materials and the percentage of participants who successfully created a Shopee Affiliate account

C. RESULTS AND DISCUSSION

1.1. Community Engagement Activities

The community engagement program focused on enhancing the digital marketing skills of the Family Welfare Movement (PKK) members as part of efforts to strengthen family economic independence and indirectly prevent stunting. The activities were carried out in two main stages, namely material presentation and hands-on practice. This activity successfully enhanced participants' understanding of digital marketing and resulted in the creation of 25 active Shopee Affiliate accounts.

The first stage began with the delivery of three main materials by invited experts, including:



1. "Marketing UMKM di Era Digital" by *Erna Handayani*, which explained digital transformation for micro, small, and medium enterprises (MSMEs) and strategies for promoting local products online.
2. "Ibu Cuan di Era Digital" by *Risna Galih Saputra*, which focused on empowering women to utilize digital platforms for entrepreneurship and online business management.
3. "Bercuan Sambil Dasteran" by *Nurul Fatwati Fitriana*, which encouraged participants to build home-based businesses while maintaining productivity and family roles.

After the presentation, participants were guided through a practical session on digital marketing. The practice session involved creating Shopee Affiliate accounts and producing simple promotional content. Throughout the process, participants received step-by-step assistance to ensure they could independently apply the digital skills introduced in the training. The stages and implementation of the activities are summarized in Table 1.

Table 1. Stages and Implementation of Community Engagement Activities

Stage	Description	Activities Implemented
Preparation	Identification of partner needs and readiness for digital marketing training.	<ul style="list-style-type: none"> - Coordination with the Family Welfare Movement (PKK) and local government. - Development of training materials and selection of speakers. - Preparation of logistics and training schedule.
Implementation	Conducting material presentations and digital marketing practices.	<ul style="list-style-type: none"> - Presentation of materials: <ul style="list-style-type: none"> (1) <i>Marketing UMKM di Era Digital</i> - Erna Handayani (2) <i>Ibu Cuan di Era Digital</i> - Risna Galih Saputra (3) <i>Bercuan Sambil Dasteran</i> - Nurul Fatwati Fitriana - Practice session on Shopee Affiliate
Evaluation	Reflection and follow-up of the activity outcomes.	<ul style="list-style-type: none"> - Observation of participants' progress. - Discussion on implementation challenges and next steps. - Comparison of pre- and post-training digital literacy. The average pre-test score of 55 increased to 85 after the post-test - Of the 25 participants, 22 individuals (88%) successfully completed the registration and activation process for the Shopee Affiliate account independently



During the implementation, the participants showed great enthusiasm throughout the sessions. The material presentations were interactive, and participants actively shared experiences about selling local products. The practice session allowed participants to directly create Shopee Affiliate accounts. Figure 1 shows the opening session, while Figures 2-4 present the material presentation, hands-on activities, and group photo at the end of the training.



Figure 1. Opening remarks by the Head of Banteran Village and the community engagement team.



Figure 2. Presentation sessions by speakers delivering materials on digital marketing for women's economic empowerment.



Figure 3. Participants guided by facilitators during the hands-on session on Shopee Affiliate



Figure 4. Group photo of the community engagement team and PKK participants after the training session.

1.2. Community Engagement Activities

The training produced encouraging outcomes. Most participants successfully created active Shopee Affiliate accounts. The activity enhanced their understanding of digital marketing and improved their confidence in using digital platforms for economic purposes. A total of 22 out of 25 participants (88%) successfully created active Shopee Affiliate accounts.

Feedback from participants indicated that the program was useful, practical, and easy to follow. Many expressed enthusiasm to continue developing their online presence and to share the knowledge with other PKK members. In total, 22 of the 25 participants (88%) successfully established active Shopee Affiliate accounts. The Follow-Up Plan consists of disseminating the digital training materials within each neighborhood unit (RT)

The impact of this activity can be summarized as follows:

- Capacity Building: Participants gained basic digital marketing and shopee affiliate skills.
- Economic Empowerment: The training opened opportunities for additional household income.



c. Community Empowerment: Strengthened the role of PKK members as agents of digital literacy within their community. Enhancement of the Role of PKK Cadres, the PKK now has digital literacy agents capable of transferring knowledge to other community members, potentially amplifying the economic and nutrition education impacts within the community

D. CONCLUSION

The digital marketing training for PKK members in Banteran Village successfully enhanced participants' knowledge and skills in utilizing online platforms for economic empowerment. Through material presentations and hands-on practice, participants were able to create Shopee Affiliate accounts. These outcomes demonstrate the participants' improved digital literacy and readiness to explore new opportunities for family income generation. With a success rate of 88% in the creation of Shopee Affiliate accounts and an increase in the average digital marketing comprehension score from 55% to 85%

The activity effectively addressed the community's initial challenges related to limited digital marketing skills and low economic independence. Moreover, it encouraged the active participation of women in promoting local products and supporting family welfare. This increase in income opportunities is expected to enhance households' purchasing power for locally nutritious foods (such as mocaf, tempeh, and moringa), thereby indirectly addressing stunting issues resulting from nutritional deficiencies

Future community engagement programs are recommended to provide follow-up mentoring sessions to ensure sustainability and to further develop participants' competencies in content creation, product branding, and online sales management. Despite the positive outcomes, the main limitation of this activity was the short duration, which constrained the depth of practice and post-training monitoring.

E. ACKNOWLEDGEMENTS

The authors would like to express their sincere gratitude to the Head of Banteran Village, who has provided full support and permission for the implementation of this community engagement program. Appreciation is also extended to the PKK members of Banteran Village for their active participation and enthusiasm throughout the digital marketing training activities.

F. AUTHOR CONTRIBUTIONS

Activity implementation: IRK, DA, EH, ENR, MDS. Article preparation: IRK, MDS. Impact analysis: EH, ENR, MDS. Results presentation: IRK, DA. Article revision: DA, EH.

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