



DIGITAL BRANDING AND AI VISUAL TRAINING FOR WOMEN MSMEs THROUGH UNIVERSITY-COMMUNITY COLLABORATION

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Abstract

Women led micro, small, and medium enterprises (MSMEs) need practical digital capabilities to compete in the platform based market. This community service activity aimed to strengthen the capacity of women MSME actors in digital branding, content promotion, AI assisted copywriting, and AI visual production. The activity was conducted by Universitas Negeri Jakarta in collaboration with Komunitas Perempuan Digdaya on June 24, 2026, involving 25 women entrepreneurs from various business sectors. The main resource person was Said Maulana, Founder & CMO at PT Kelas DiGi Kreatif, who delivered practical material on digital literacy, AI for business, chatbot utilization, AI visual workflow, copywriting, prompt engineering, and product visual editing. The method used an educative-participatory approach consisting of needs identification, material preparation, interactive training, prompt practice, content design practice, and formative evaluation of ongoing MSME marketing practices. The results showed that participants actively discussed marketing problems, practiced writing AI prompts for WhatsApp promotion and social media posters, evaluated visual consistency, and reflected on the need to combine AI outputs with human editing and brand identity. This activity indicates that practical AI and digital branding training can improve awareness, confidence, and readiness of women MSMEs to produce more consistent and attractive promotional content.

Keywords: Artificial Intelligence, digital branding, AI visual, women MSMEs, community service

INTRODUCTION

Digital transformation has changed how MSMEs build customer relationships, communicate value, and compete in markets. Digital transformation is not limited to the conversion of manual processes into digital tools, but also includes changes in business models, customer interaction, organizational capabilities, and marketing practices (Verhoef, 2021; Plekhanov, et al, 2023). For MSMEs, this transformation creates opportunities to reach broader audiences, strengthen brand visibility, and improve the efficiency of marketing activities.

Digital and social media marketing have become important mechanisms for small enterprises because they allow direct communication with customers, relatively low promotion costs, and faster content distribution (Dwivedi, et al., 2021). Recent studies show that digital marketing adoption contributes to the sustainable growth and performance of SMEs through better market access, customer engagement, and sales opportunities (Sharabati, et al, 2024; Bruce, et al, 2023; Gao, et al, 2023). Social media also enables SMEs to collect customer information, observe competitor activities, and share knowledge that can support innovation (Marolt, et al, 2022; Ghazwani and Alzahrani, 2023).

In the Indonesian MSME context, social media marketing is relevant because consumers can connect with new products, services, and brands through digital platforms. A recent study on Indonesian MSMEs found that social media marketing adoption affects MSME performance and supports business development in a rapidly changing digital environment (Tatik and Setiawan, 2025). These findings strengthen the need for practical training that helps MSME actors move beyond basic social media use

toward strategic content planning and brand communication.

Artificial Intelligence has expanded the possibilities of digital marketing. AI can support marketing research, segmentation, targeting, positioning, content development, customer service, and customer relationship management (Huang and Rust , 2021). AI can also create business value by automating repetitive tasks, supporting data based decisions, and enabling more personalized customer experiences (Enholm, et al, 2022). For SMEs, AI adoption provides opportunities for productivity and marketing efficiency, but it also requires awareness of limitations, ethical use, data quality, and human judgment (Wijayaratna, et al, 2022).

Women MSME actors often manage many business functions at the same time, including production, promotion, customer service, and financial administration. Practical digital tools can help them save time and maintain consistency. However, technology training must be contextual, simple, and directly connected to daily business problems. Therefore, community service programs that combine digital branding, AI prompt practice, and content design practice are needed to help women MSME actors apply technology in a realistic manner.

Based on these needs, Universitas Negeri Jakarta collaborated with Komunitas Perempuan Digdaya to conduct a community service activity for women MSME actors. The program focused on digital branding, practical AI use for business, AI visual workflow, prompt writing, content design, and evaluation of ongoing MSME marketing activities. The activity aimed to improve participants ability to identify brand value, create clearer promotional messages, use AI as a work assistant, and produce content concepts that are more consistent with their business identity.

METHOD AND PROCEDURES

1. Activity Design

This community service activity used an educative participatory approach. The approach was selected because the participants were women MSME actors who needed practical material that could be directly applied to their daily business activities. The program combined presentation, question and answer, guided practice, discussion, and formative evaluation of participant marketing activities. The activity did not use pretest and posttest instruments. Evaluation was conducted through participant engagement, practice outputs, and reflection on current marketing practices.

2. Time, Partner, and Participants

The activity was conducted on Wednesday, June 24, 2026, in collaboration with Komunitas Perempuan Digdaya. The participants consisted of 25 women MSME actors from various business sectors, including culinary products, household products, craft products, services, and other micro scale businesses. The partner community was selected because it supports women empowerment, entrepreneurship learning, and digital capacity building.

3. Resource Person and Main Material

The AI and visual marketing session was delivered by Said Maulana, Founder and CMO at PT Kelas DiGi Kreatif. The session introduced AI as a practical assistant for MSME marketing activities, including idea generation, promotional copy, customer service support, simple market trend reading,

AI visual creation, and content workflow. The material was delivered in simple language so that participants could understand AI as a tool for daily business support, not as a complicated technology.

4. Implementation Stages

Table 1. Stages of activity implementation

No.	Stage	Activity	Output
1	Needs identification	The team identified common MSME marketing problems related to branding, content consistency, and AI use.	Training focus and activity plan
2	Material preparation	The team prepared practical material on digital literacy, AI for business, AI visual, prompt writing, and content design.	Training material and practice guide
3	Training implementation	The resource person explained digital branding and AI use through examples that matched MSME conditions.	Participant understanding of basic concepts
4	Guided practice	Participants practiced writing prompts, designing simple content concepts, and reviewing promotional messages.	Prompt examples, content concepts, and marketing notes
5	Formative evaluation	The team observed participation, practice outputs, and reflections on current marketing activities.	Evaluation notes and follow up recommendations

5. Event Arrangement

Table 2. Event arrangement

No.	Time	Agenda	Person in charge
1	08.30 to 09.00	Registration and participant attendance	Committee
2	09.00 to 09.15	Opening and welcoming remarks	Master of ceremony
3	09.15 to 09.30	Remarks from Universitas Negeri Jakarta	Program representative
4	09.30 to 10.15	Digital branding and content strategy for MSMEs	Resource person
5	10.15 to 11.15	AI for business and AI visual practice	Said Maulana
6	11.15 to 11.45	Prompt practice and content design practice	Resource person and team
7	11.45 to 12.15	Discussion and evaluation of ongoing MSME marketing	Participants and team
8	12.15 to 12.30	Closing and documentation	Committee

RESULTS AND DISCUSSION

The activity was attended by 25 women MSME actors who actively participated in the discussion and practice sessions. The discussion showed that participants already used digital channels, especially social media and messaging applications, but many still needed support in making promotional messages clearer, maintaining content consistency, and using technology to

reduce repetitive work. This condition is consistent with studies that emphasize digital marketing capability as an important factor for improving SME performance and sustainable growth (Sharabati, et al, 2022; Bruce, et al, 2023; Gao, et al, 2023).

The first result of the activity was increased awareness of digital literacy for MSME marketing. Participants were introduced to the idea that being digitally literate is not only about owning social media accounts. Digital literacy means being able to use simple tools to sell, communicate, record information, serve customers, and make faster marketing decisions. This understanding is important because digital transformation requires changes in capability, not merely changes in technology ownership (Verhoef, 2021; Plekhanov, et al, 2023).

The second result was participant understanding of AI as a practical business assistant. The session explained that AI can help MSME actors generate promotional ideas, write captions, organize content calendars, create product descriptions, respond to common customer questions, and explore market trends. This is aligned with the AI marketing framework that positions AI as a tool for marketing research, marketing strategy, and marketing action (Huang and Rust, 2021). AI can also create business value when it supports automation, decision support, personalization, and operational efficiency (Enholm, 2022).

The session delivered by Said Maulana emphasized five practical uses of AI for business. First, AI can support customer personalization by helping MSME actors identify customer characteristics and adjust content tone. Second, AI can help read simple market trends by summarizing product ideas, seasonal demand, or consumer concerns. Third, AI can support content creation through scripts, captions, poster concepts, and short video ideas. Fourth, AI can be used as a simple customer service assistant for common questions. Fifth, AI can save time and cost by reducing repetitive marketing work. These uses are relevant to the growing role of AI in improving customer experience and engagement in social media environments (Bilal, et al, 2024; Amin, et al, 2025; Teepapal, 2025).

The third result was participant exposure to AI visual workflow. Participants learned that AI visual tools can support text to image, image to image, text to video, image to video, video to video, and video to image workflows. These workflows can help MSME actors produce product catalog visuals, promotional posters, packaging mockups, and ready to post content concepts. For MSMEs with limited photography and design budgets, AI visual tools can reduce barriers to content production. However, participants were reminded that AI output must be checked manually to avoid misleading visuals, wrong product size, inaccurate prices, typo errors, or visual inconsistency with the brand identity.

The fourth result was improved understanding of copywriting and prompt writing. Participants practiced a simple promotional flow consisting of problem, solution, benefit, and call to action. This structure helped participants make messages more focused and less confusing. In prompt practice, participants were asked to describe the product, target buyers, main message, preferred style, and expected action. This practical structure supports content clarity because effective digital marketing

requires not only channel use, but also message relevance and customer engagement (Dwivedi, 2021; Sharabati, et al, 2024; Tatik and Setiawan, 2025).

The fifth result was the use of a practical formula for AI visual editing. Participants were introduced to the 5P formula consisting of Product, Place, Props, Photography, and Performance. Product refers to the main object that must be maintained. Place refers to the desired background or context. Props refer to supporting objects that strengthen the product story. Photography refers to the style of photo, lighting, angle, and composition. Performance refers to output quality, resolution, detail, and premium impression. The formula helped participants understand that AI visual creation must begin with clear marketing direction, not random image generation.

The sixth result was formative evaluation of ongoing MSME marketing. Participants reviewed their current promotional practices by observing whether the product name, price, promotion, caption, visual, logo, color, and call to action were clear and consistent. This evaluation helped participants identify weaknesses such as unclear value proposition, inconsistent visual style, and promotional captions that did not clearly ask customers to chat, order, save, share, or visit the store. Social media can improve SME growth when it is used strategically for customer information, knowledge sharing, and innovation, rather than merely as a posting channel (Marolt, et al, 2022; Ghazwani and Alzahrani, 2023).

The activity also showed that women MSME actors need a learning space that is supportive, simple, and practice oriented. Participants were more engaged when the material was connected to real business problems, such as writing WhatsApp promotions, making poster concepts, improving product photos, and creating carousel content. This finding supports recent studies that digital marketing strategies are more useful for MSMEs when they are connected to content, branding, platform choice, market analysis, and evaluation (Lubis, 2025).

Overall, the activity produced three main contributions. First, it strengthened participants awareness of digital branding as a combination of product value, message consistency, visual identity, and customer trust. Second, it introduced AI as a practical tool for idea generation, content writing, visual production, and marketing reflection. Third, it encouraged participants to evaluate their ongoing marketing activities using simple indicators that can be applied after the training. The activity therefore demonstrates how university and community collaboration can support inclusive digital empowerment for women MSME actors.

Table 3. Mapping of training material and participant practice

Material	Focus	Participant practice
Digital literacy	Digital tools for selling, communication, simple recording, and decision support	Participants identified digital channels used in their business
AI for business	Customer personalization, trend reading, content creation, customer service, and efficiency	Participants practiced asking AI for promotional ideas and captions

AI visual workflow	Text to image, image to image, text to video, image to video, video to image	Participants explored visual concepts for posters and product displays
Copywriting	Problem, solution, benefit, and call to action	Participants improved simple promotional messages
Prompt framework	Product, target, message, style, and call to action	Participants created prompts for WhatsApp promotion and poster concepts
5P visual formula	Product, Place, Props, Photography, and Performance	Participants learned to make more specific visual instructions
Marketing evaluation	Product information, visual clarity, consistency, typo checking, and call to action	Participants reviewed ongoing promotion activities

Table 4. Formative evaluation indicators

Aspect	Evaluation technique	Observed result
Participant engagement	Observation of discussion and questions	Participants actively asked practical questions related to AI and promotion
Prompt practice	Review of participant prompt structure	Participants were able to include product, target, message, style, and call to action
Content design practice	Review of content concept and visual direction	Participants were able to identify the need for clearer visual style and content consistency
Marketing reflection	Discussion of current promotional activities	Participants recognized weaknesses in captions, visual identity, and customer call to action
Responsible AI use	Checklist discussion before content publication	Participants understood the need to check accuracy, price, visual ethics, and brand identity

The documentation of the community service activity is presented in the following figure captions. The final images can be inserted after documentation selection and publication permission.



Figure 1. Opening session and remarks from Universitas Negeri Jakarta



Figure 2. AI for business and AI visual session delivered by Said Maulana.

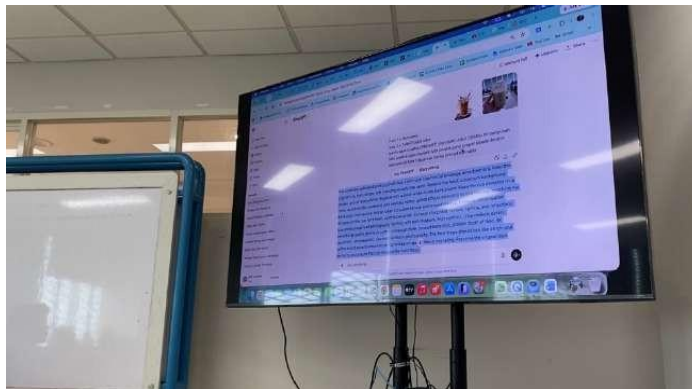


Figure 4. Group documentation after the completion of the activity.

CONCLUSION

The community service activity conducted by Universitas Negeri Jakarta in collaboration with Komunitas Perempuan Digdaya provided practical strengthening for 25 women MSME actors in digital branding and Artificial Intelligence use for marketing. The activity helped participants understand digital literacy as a practical business capability, use AI as a work assistant, write promotional prompts, explore AI visual workflows, apply copywriting structures, and evaluate ongoing marketing activities. The involvement of Said Maulana as Founder and CMO at PT Kelas DiGi Kreatif strengthened the practical orientation of the program because the material was delivered through examples that matched MSME needs. Although the activity did not use pretest and posttest instruments, the formative evaluation through discussion, practice, and reflection indicated that participants gained awareness of content consistency, brand identity, promotional clarity, and responsible AI use. Future activities should include measurable evaluation instruments, participant business profiles, practice output documentation, and follow up mentoring to observe changes in digital marketing implementation.

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