

# **Training on Making Jala Jelita and Utilizing Digital Marketing as a Marketing Tool for Jala Jelita in Buntu Bedimbar Village, Tanjung Morawa District**

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## **Abstract**

Buntu Bedimbar Village is located in Tanjung District, Deli Serdang Regency, North Sumatra Province, Indonesia. Buntu Bedimbar Village has a relatively large area and population. This community service activity aims to empower the local community, particularly women. Through Jala Jelita training, it is hoped that women, particularly housewives, will be able to increase their incomes. Implementation methods include outreach, technical training, product-making demonstrations, and micro-enterprise mentoring using digital marketing to market Jala Jelita products. This activity is expected to improve skills and foster interest in new entrepreneurs.

***Keywords: Jala Jelita, Women, Income Enhancement, Digital Marketing***

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## **Introduction**

Buntu Bedimbar Village, located in Tanjung Morawa District, has human resource potential, particularly among women, that is still not optimally utilized in productive economic activities. The majority of housewives in this village have limited access to skills training or business opportunities that could increase family income. Meanwhile, the available leisure time and the desire to contribute to the household economy are very important social capital to be developed.

As an effort to address these challenges, there is a need for skills training based on local potential and emerging market trends. One very promising opportunity is the development of Jala Jelita, a culinary innovation based on roti jala served with a distinctive flavor thru a combination of durian or jackfruit kinca. This product not only has unique esthetic and flavor value but also has the potential to become a local culinary icon that can be widely marketed, both conventionally and thru digital platforms.

The Beautiful Net Making Training is designed to equip housewives in Buntu Bedimbar Village with practical product-making skills, knowledge of attractive packaging, modern presentation techniques, and marketing strategies suitable for current target consumers. Thru this training, it is hoped that housewives can develop small to medium-scale culinary businesses, thereby increasing family income and creating economic independence.

Beside the economic aspect, this training also holds social empowerment value, strengthening the role of women as business owners while simultaneously fostering an entrepreneurial spirit at the village level. With a local potential-based approach and product innovation, this activity is expected to be a driving force for the creative economy in Buntu Bedimbar Village and have a long-term positive impact on community welfare.

The development of digital technology has opened up new opportunities in the world of marketing, particularly for micro and small business owners in rural areas. One of the most effective and affordable strategies in today's digital age is utilizing digital marketing thru social media. Platforms like Instagram, Facebook, TikTok, and WhatsApp Business allow business owners to reach a wider market without incurring significant costs.

Jala Jelita products, as a creative culinary innovation based on roti jala (net bread) crafted to resemble flower shapes with attractive colors, have high visual value that is very suitable for digital marketing. Its unique appearance is a special attraction that can increase consumer purchasing interest, especially among young people and active social media users who are very responsive to the esthetics of food products.

The use of social media not only serves as a digital storefront but also as a means of brand building, direct interaction with customers, and a platform for promotions and sales campaigns. With this approach, Jala Jelita products can be positioned not only as a typical food but also as a unique gift, exclusive souvenir, or special treat for various events.

Thru digital marketing training, the housewives in Buntu Bedimbar Village involved in the production of Jala Jelita will gain skills in creating visual content, writing engaging captions, setting prices, and interacting with customers professionally. This activity not only enhances their technical skills but also expands their marketing network and accelerates business growth digitally.

Thus, utilizing social media as a marketing tool is a relevant and adaptive strategic step in addressing changing consumer behavior in the digital age, while also strengthening the competitiveness of Jala Jelita products in both local and national markets.

## **Research Methodology**

The service method used is Participatory Action Research (PAR) thru specific stages (Wahyuni et al., 2023). The stages of implementing the community service activities are as follows: 1) Focus Group Discussion (FGD). The FGD is conducted at the beginning of the activity between the community service team. This is done to provide a more detailed

explanation of the activities to be carried out and to establish a timeline for the implementation of the activities. 2) Socialization of community service activities to community groups, and in this socialization activity, the team provides explanations to community groups about the technical aspects and schedule of activities that will be carried out in the implementation of community service. The media used in this socialization activity is PowerPoint (ppt). 3) Education and practice on making Jala Jelita and utilizing digital marketing, especially social media, in marketing Jala Jelita. As for the work procedure carried out, it is the Preparation Stage, where the team coordinates regarding the plan for the service activity, including the schedule and location of the activity. The activity is planned to take place in Buntu Bedimbar Village, Tanjug Morawa, in June 2025.

The work procedure carried out in this service is:

1. Preparation Phase: The team coordinates regarding the implementation plan for the service, including the schedule and location of the activities.
2. Implementation Phase, the activities were carried out in the following stages:
  - a. Preparation of modules/materials for Making Jala Jelita and utilizing Digital Marketing.
  - b. Lectures and discussions on Making Jala Jelita and utilizing Digital Marketing.
  - c. Direct practice of making Jala Jelita and utilizing Digital Marketing.
  - d. Lectures and discussions on making Jala Jelita and utilizing Digital Marketing.
  - e. Hands-on practice in making Jala Jelita and utilizing Digital Marketing.

Lecture materials (presentations) were provided to participants in the form of training modules, followed by discussions (Q&A) and hands-on practice in the field. The procedure for making Jala Jelita and utilizing Digital Marketing, including the ingredients, tools, and steps, is as follows:

- a. Preparation of ingredients for making Jala Jelita
  - b. Making Jala Jelita
  - c. Making Kinca
  - d. Packaging
  - e. Taking product photos for uploading on social media.
3. Participant Evaluation Stage: The community of the village is invited to practice making Jala Jelita from the prepared materials and upload their creations to their social media.

The activity is planned in collaboration with partners, namely the villages of Buntu Bedimbar and Tanjug Morawa, in June 2025. The partners will participate in providing the necessary materials and equipment and in providing participants from the villages of Buntu Bedimbar and Tanjug Morawa.

## **Results**

This service was carried out in Buntu Bedimbar Village, Tanjung Merawa, North Sumatra Province. The participants in this community service activity were housewives who are residents of Buntu Bedimbar Village. This joint training is designed to develop local potential thru two main pillars: Empowering local skills thru the creation of Jala Jelita—an innovative product that combines esthetics and function (such as weaving, fishing nets, or typical crafts) as local added value, and Digitalizing marketing to reach a wider audience thru social media, marketplaces, and digital marketing strategies, equipping small business owners with modern knowledge.

Based on findings from various similar programs conducted for digital marketing training for MSMEs and community groups such as in Tanjung Morawa and Buntu Bedimbar Village this training has the following target outcomes:

1. Improved Technical Skills in Making Jala Jelita Community members can produce esthetically pleasing and functional fishing nets, using local materials efficiently. The formation of new skills can create local competitiveness and village flagship products.

2. Professionalization of Content and Product Identity Training on product photography/videography, writing compelling captions, content calendar management, and the use of digital advertising will improve the quality of online product promotion.
3. Expanding Market Access & Efficient Marketing By understanding how to utilize marketplaces and social media, it is hoped that Jala Jelita products can reach local, regional, and even national markets.
4. Digital Independence and Local Branding The community has the independent ability to manage marketing strategies such as branding, customer engagement, and digital audiences, thus strengthening product identity and image (in line with the training results at Polinela).
5. Competitiveness of MSMEs & Increased Sales Digital marketing skills are believed to significantly increase product sales and boost community income, using an approach similar to training for artisans and women's farming groups.
6. Sustainable Empowerment and Local Economy With the development of new skills and access to digital marketing, the village economy can grow sustainably, opening up new business opportunities and promoting improved local community welfare.

The implementation of the community service program "Training on Making Jala Jelita and Utilizing Digital Marketing as a Means of Marketing Jala Jelita in Buntu Bedimbar Village, Tanjung Morawa District" aims to empower the local community, especially women, with the hope of increasing women's income, particularly that of housewives. This activity is designed to enhance skills and foster interest in new entrepreneurship.

This program is located in Buntu Bedimbar Village, Tanjung Morawa District, Deli Serdang Regency, North Sumatra Province. The main partners in this activity are the Rumah Hijau Community Learning Center and the group of housewives in Buntu Bedimbar Village. Implementation Method: This service activity uses the Participatory Action Research (PAR) method, which is carried out in several stages:

1. Preparation Stage:
  - a. The implementation team coordinates regarding the service implementation plan, including determining the schedule and location of the activities. This activity is planned to be carried out in June 2025.
  - b. Preparation of modules or materials for Jala Jelita making training and the use of Digital Marketing is also done at this stage.
2. Implementation Phase:
  - a. Focus Group Discussion (FGD): Conducted at the beginning of the activity between the community service team to provide detailed explanations about the activities to be carried out and establish a time contract.
  - b. Activity Socialization: The team provides explanations to the community group regarding the technical aspects and schedule of the community service activities. The media used in this socialization is a PowerPoint presentation (PPT).
  - c. Education and Practice: This is the core of the activity, including technical training on making Jala Jelita and utilizing digital marketing, especially social media, for marketing Jala Jelita.
  - d. Activity Socialization: The team provided explanations to the community group regarding the technical aspects and schedule of the community service activities. The media used in this socialization is a PowerPoint presentation (PPT).
  - e. Education and Practice: This is the core of the activities, including technical training on making Jala Jelita and utilizing digital marketing, especially social media, for marketing Jala Jelita.
  - f. Jala Jelita Making Training: The community is provided with training on the techniques of making Jala Jelita, starting from material selection, processing

techniques, natural coloring, artistic shaping to resemble attractive flower forms, and finally, the production and product arrangement process to meet ready-to-sell culinary standards. The procedures taught include material preparation, making Jala Jelita, making Kinca (a mixture of durian and jackfruit kinca), and packaging.

- g. Digital Marketing Workshop: This training focuses on digital marketing strategies, including the use of social media platforms such as Instagram, Facebook, TikTok, and WhatsApp Business for promotion and sales. Participants are taught how to create business accounts on social media, product photography techniques using smartphones, promotional content creation (photos, videos, captions), customer interaction strategies, and product catalog management.
3. Mentoring and Monitoring: The service team provides ongoing mentoring to ensure the implementation of the strategies that have been taught, as well as assisting with branding and marketing, including creating a simple logo, packaging design, and initial promotional strategies.
4. Tahap Evaluasi Evaluation Stage
  - a. The evaluation was conducted by asking participants to practice making Jala Jelita from the prepared materials and upload it to their social media.
  - b. The focus of the evaluation is the usefulness of the activity in increasing income for housewives in Buntu Bedimbar Village.

Partner Problems and Proposed Solutions: Previously, partners faced several constraints, namely limited knowledge and skills in Jala Jelita production, still limited product creativity and innovation, and an inability to optimally utilize social media for marketing. To address this, the proposed solutions are comprehensive technical training, food packaging and hygiene workshops, digital marketing training, branding and marketing mentoring, and the development of a marketing roadmap.

The partner actively participated in the activities by providing the necessary materials and equipment, as well as providing participants from Buntu Bedimbar Village. The implementation of this service showed a significant improvement in the participants' Jala Jelita making skills and understanding of digital marketing. After implementing the digital marketing strategy, there was an increase in sales of Jala Jelita products thru online platforms. The community is also starting to show independence in producing and marketing their products without relying on external parties. Some of the challenges encountered during implementation included limited internet access for some participants and a lack of technological knowledge. The solution is to conduct offline training and provide printed materials for internet access issues. To address the lack of technological knowledge, training was conducted in stages with an easy-to-understand approach.

It is recommended to conduct advanced training to deepen the community's knowledge of digital marketing, diversify Jala Jelita products to attract a wider market, and collaborate with local e-commerce platforms and influencers to increase product visibility. This program as a whole demonstrates that with proper training and ongoing mentorship, rural communities can improve their skills and leverage technology to expand the market for local products.

## **Conclusion**

Based on the implementation of the community service activity "Training on Making Jala Jelita and Utilizing Digital Marketing as a Marketing Tool for Jala Jelita in Buntu Bedimbar Village, Tanjung Morawa District," several conclusions and recommendations can be drawn as follows:

1. Increased Skills and Understanding of Digital Marketing: Participants showed a significant improvement in Jala Jelita making skills and understanding of digital marketing. This includes the ability to create visual content, write engaging captions, set prices, and interact with customers professionally.

2. Increased Sales and Economic Independence: After implementing the digital marketing strategy, there was an increase in sales of Jala Jelita products thru online platforms. The community is also starting to show independence in producing and marketing their products without relying on outside parties. This supports the program's initial goal of increasing women's income, particularly that of housewives.
3. Digital Marketing Capacity Building: This program successfully increased partners' capacity to utilize social media platforms such as Instagram, Facebook, TikTok, and WhatsApp Business for promotion and sales. This also allows for the formation of broader local and digital market networks.
4. Relevance of the Program to Partner Needs: This program effectively addresses the partner's issues related to limited knowledge and production skills for Jala Jelita, lack of product innovation, and inability to optimally utilize social media for marketing. The solutions offered, such as technical and digital marketing training, proved to be relevant and effective.
5. Long-Term Impact on Community Empowerment: Overall, this program demonstrates that with proper training and ongoing mentoring, rural communities can enhance their skills and leverage technology to expand the market for local products, while also fostering an entrepreneurial spirit and economic independence.

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