



Enhancing MSME marketing through creative digital content development in Bondowoso, Indonesia

Dhony Manggala Putra^{*,1}, Lukman Hakim², Nanik Anita Mukhlisoh³, Suparto⁴,
Faisal Lutfi Afriansyah⁵, Rizky Kurniawan Efendi⁶, Marsheila Karisa Putri⁷, Ariel
Henry Avriza⁸, Rinfani Dwi Fitriani⁹

^{1, 2, 3, 6, 7, 8, 9} *Information Technology Department, Politeknik Negeri Jember, Indonesia*

⁴ *Agricultural Technology Department, Politeknik Negeri Jember, Indonesia*

⁵ *Information Technology Department, Politeknik Negeri Jember, Indonesia*

*Corresponding email: dhony_manggala@polije.ac.id

Abstract

This study addresses the challenges faced by four food-based Micro, Small, and Medium Enterprises (MSMEs) in Bondowoso, Indonesia—namely Ila Snack Bondowoso, Rien's Kitchen, Tahu Sutrisno, and Kripik Ayu—in developing effective digital marketing content. Limited digital skills and resources hinder their ability to promote their products and reach broader audiences. To address this, the research employed the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) to create high-quality promotional videos tailored to the needs of these MSMEs. These videos, featuring company profiles and product highlights, were crafted using professional-grade tools and enhanced with voiceovers to meet industry standards. The videos adhered to the AIDA (Attention, Interest, Desire, Action) model, ensuring effective audience engagement and action-driven messaging. Expert validation and field testing confirmed their effectiveness, while consumer feedback indicated a positive impact on purchasing decisions. This research highlights the potential of creative digital content to empower MSMEs, enhance product visibility, and strengthen market competitiveness. The findings provide a replicable framework for supporting small enterprises globally, underscoring the critical role of digital innovation in driving inclusive economic growth and cultural preservation.

Keywords: *Digital marketing, ADDIE model, Creative digital content, Promotional Video, MSME*



1. Introduction

Marketing strategies are evolving rapidly in the digital age, with creative digital content emerging as a pivotal tool for businesses to engage effectively with their audiences. This evolution is especially critical in sectors like food, where visual appeal and compelling storytelling are essential to attract and retain customers (Gupta & Bose, 2022). However, Micro, Small, and Medium Enterprises (MSMEs) often face significant barriers to adopting these modern marketing strategies, particularly in rural regions. These challenges are pronounced in Bondowoso, Indonesia, where local food MSMEs such as Ila Snack Bondowoso, Rien's Kitchen, Tahu Sutrisno, and Kripik Ayu struggle to create impactful promotional media that meet contemporary marketing standards.

The barriers faced by these MSMEs are multifaceted, encompassing a lack of technical expertise, insufficient financial resources, and limited access to training on digital marketing tools. Consequently, these businesses are unable to produce the high-quality digital content needed to expand their market reach and visibility in an increasingly digital consumer landscape (Kumar & Gupta, 2023). As consumer purchasing behaviours are heavily influenced by digital platforms and social media, this skill gap represents a critical impediment to the growth and competitiveness of MSMEs (Olanrewaju et al., 2020).

While extensive research has explored the role of digital marketing in MSME development, much of it has focused on urban or resource-rich settings. Limited attention has been given to MSMEs in smaller or rural areas, where constraints such as inadequate infrastructure and technical support further exacerbate challenges (Hughes et al., 2021). Moreover, few studies have investigated how integrating local cultural narratives into digital marketing strategies can foster stronger consumer connections, particularly in underrepresented regions like Bondowoso (Molinillo et al., 2021). This oversight creates a significant knowledge gap in understanding how localised content can serve as a strategic asset in digital marketing for MSMEs.

This study seeks to address these gaps by developing creative, culturally enriched digital content for four food MSMEs in Bondowoso. The research employs the ADDIE model (Analyze, Design, Develop, Implement, and Evaluate) to systematically create promotional videos that are validated by experts in content creation and advertising language (Dwivedi et al., 2021). These videos aim not only to enhance the visibility of the MSMEs but also to highlight the unique cultural heritage of Bondowoso, creating a dual narrative that resonates with both local and global audiences.

By embedding local cultural elements into promotional content, this research aims to demonstrate that culturally relevant digital marketing strategies can significantly enhance consumer engagement and drive business growth. The inclusion of Bondowoso's cultural narratives in advertising creates a sense of relatability and emotional connection, fostering deeper bonds between the MSMEs and their target audiences (Yadav & Rahman, 2022).



This approach not only benefits the featured MSMEs but also offers a replicable model for other small-scale businesses in similar contexts.

In summary, this research addresses a critical gap in the literature by focusing on the intersection of digital marketing, cultural relevance, and MSME development in rural settings. By revealing how culturally enriched digital content can drive business growth, it aims to provide actionable insights for MSMEs seeking to navigate the complexities of the digital marketplace and build meaningful connections with their audiences. The global relevance of this study lies in its potential to inform strategies for empowering MSMEs in underserved regions worldwide. As the digital economy continues to expand, the insights from this research provide a framework for leveraging digital content to bridge the marketing gap for small businesses, contributing to their sustainable development and economic resilience. By highlighting the importance of localised storytelling in digital marketing, this study offers valuable contributions to the discourse on inclusive economic growth and digital transformation.

2. Literature review

Digital marketing offers a blend of opportunities and challenges for micro, small, and medium enterprises (MSMEs), particularly in the food industry. Given their smaller scale and limited resources, MSMEs must adopt cost-effective and user-friendly digital marketing strategies to remain competitive. Recent studies underscore the effectiveness of digital platforms in increasing visibility and market presence for MSMEs, emphasising localised markets and personalised customer engagement as key advantages (Alford & Page, 2020; Gupta & Bose, 2022).

Engaging and creative content has emerged as a cornerstone of successful digital marketing. Tools such as videos, infographics, and interactive posts significantly enhance customer attraction by differentiating products from competitors. In the food industry, creative digital campaigns that incorporate storytelling and culturally relevant visuals perform exceptionally well. Studies highlight that integrating regional cultural elements into marketing not only draws attention but also fosters customer loyalty, enhancing overall marketing effectiveness (Hughes et al., 2021; Yadav & Rahman, 2022).

Incorporating local culture and identity in digital marketing offers a distinctive advantage, particularly in culturally rich regions. By showcasing local traditions and cuisines, MSMEs can appeal to both local and global audiences, enhancing their brand image and market reach. However, this approach requires careful planning to ensure cultural representation aligns with brand values and resonates with target audiences. This cultural connection not only distinguishes MSMEs from larger competitors but also contributes to the promotion of regional heritage (Molinillo et al., 2021; He & Harris, 2020).



Digital marketing plays a pivotal role in driving MSME growth by enhancing visibility, expanding customer bases, and increasing sales. However, challenges persist, including limited access to digital tools and a lack of expertise in measuring marketing outcomes. Research indicates that MSMEs effectively implementing digital strategies experience significant income growth and market expansion. Addressing these challenges through education and support is essential for unlocking the full potential of digital marketing for MSMEs (Olanrewaju et al., 2020; Jones et al., 2023).

The rise of advanced tools, such as social media platforms like Instagram and TikTok, alongside artificial intelligence (AI) and data analytics, has revolutionised MSME digital marketing. These technologies enable businesses to create targeted campaigns tailored to specific consumer segments. In the competitive food industry, such tools are particularly crucial for driving success. AI-driven insights allow MSMEs to refine their strategies and enhance customer engagement, offering a pathway to sustained growth (Tafesse & Wien, 2021; Parise et al., 2022).

Consumer behaviour, particularly in the food and beverage industry, is increasingly influenced by digital content. Visually appealing images and videos on social media have been shown to significantly impact consumer preferences. MSMEs can harness this trend by designing campaigns that align with consumer interests and the most effective platforms. By doing so, they not only enhance engagement but also boost sales and market reach (Chen et al., 2021; Liu et al., 2023).

Despite its potential, MSMEs face several barriers to digital marketing adoption. Limited digital literacy among owners and employees hampers effective utilisation of available tools. Furthermore, tight budgets restrict access to professional marketing services and advanced technologies, while the complexity of the digital landscape can lead to decision-making hesitancy. Addressing these issues requires targeted initiatives in education, financial support, and strategic planning to empower MSMEs for successful digital marketing endeavours.

The success of digital marketing campaigns hinges on continuous monitoring and evaluation. Key performance indicators (KPIs) such as website traffic, social media engagement, and sales conversion rates, are critical for assessing progress. MSMEs that incorporate data analytics into their strategies tend to improve performance over time. Regular evaluation allows businesses to adapt to evolving market trends, ensuring long-term success (Dwivedi et al., 2021; Kumar & Gupta, 2023).

3. Method

This research employed the Research and Development (RnD) approach, guided by the ADDIE model—an iterative design framework comprising five stages: Analyze, Design, Develop, Implement, and Evaluate. Each stage was systematically executed to ensure the development of high-quality digital content, as illustrated in Figure 1.

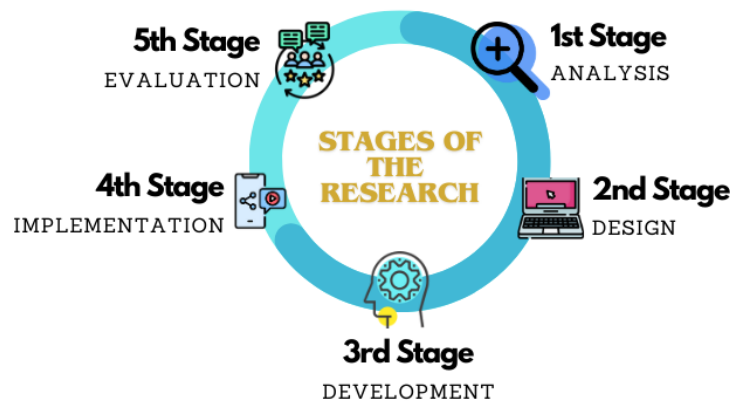


Figure 1. ADDIE Stage in RnD Method

3.1. Analysis stage

The analysis stage focused on comprehensively understanding the target market and the specific characteristics of local food products from Micro, Small, and Medium Enterprises (MSMEs) in Bondowoso. This involved conducting an extensive market survey and interviews with potential customers to uncover their preferences, needs, and expectations for food products. Researchers critically evaluated the MSMEs' promoted food products and examined the digital consumption habits and preferences of the target audience. This phase also entailed identifying the most suitable digital platforms for delivering efficient, on-target content, ensuring alignment with consumer behaviour trends and expectations.

3.2. Design stage

Building on the insights gained during the analysis phase, the design stage aimed to create a clear and strategic content framework. Researchers defined specific objectives related to increasing brand awareness, sales volume, and customer engagement quality. This phase included selecting appropriate digital platforms and planning the creative content development process. Particular emphasis was placed on crafting a coherent and visually engaging content strategy tailored to the audience's preferences, ensuring the material was aligned with the goals of the MSMEs.

3.3. Development stage

The development stage encompassed the production of digital content as planned during the design phase. Researchers executed tasks such as product photography, video creation, copywriting, graphic design, and resolving technical challenges. Special attention was paid to maintaining high standards of quality in visual presentation. Videos were shot under optimal lighting conditions to avoid shadowing, and products were showcased in their best condition, emphasising features like colour, texture, and composition. The development team ensured visual consistency by aligning videography styles with brand identity, utilising filters and special effects where necessary.



3.4. Implementation stage

In the implementation phase, the developed digital content was published across the selected platforms. Researchers optimised titles, descriptions, and tags to maximise visibility and audience engagement. The promotional content was strategically distributed via social media, online advertisements, and email marketing to effectively target the intended audience. The publication process also emphasised ensuring platform compatibility for optimal content presentation.

3.5. Evaluation stage

The final stage, evaluation, assessed the performance and impact of the published content. Researchers employed web analytics tools and social media insights to track key metrics, including impressions, engagement rates, and sales conversions. This phase also included a comparative analysis to determine whether the design-phase objectives were achieved. Feedback from evaluations informed refinements to improve content effectiveness, aligning it more closely with the expectations of the target audience.

3.6. Outcome and data collection

The research resulted in the development of digital promotional videos tailored to the needs of Bondowoso MSMEs, produced at the TEFA JTI Innovation Center, Politeknik Negeri Jember. Data were collected through interviews and questionnaires administered to 30 respondents, selected to represent the target audience. The respondents provided critical feedback on the creative digital content, highlighting its effectiveness, appeal, and potential influence on purchasing decisions. Ethical approval was obtained from the relevant institutional review board to ensure compliance with ethical standards in involving human participants. Additionally, content validation was conducted by experts in marketing language and content creation to ensure the videos met professional standards.

3.7. Video specifications and design considerations

The promotional videos adhered to the AIDA (Awareness, Interest, Desire, Action) model, featuring engaging visuals of MSME products. Each video was limited to a 1 minute and 30 seconds duration, optimized for social media platforms like Instagram, Facebook, and TikTok. Production utilized high-quality equipment, including professional cameras and microphones, and was edited using Adobe Premiere Pro CC 2019. The language and tone followed the AIDA model to attract and engage the audience effectively. Furthermore, text-based content included relevant details such as product background, ingredients, and nutrition facts while ensuring proper diction and alignment with the brand identity. Graphic design considerations emphasised creativity, originality, and platform compatibility, with adjustments to tone, font, logo placement, and formatting to meet platform-specific requirements.



3.8. Research team and expertise

The research was carried out by a multidisciplinary team comprising two lecturers in management, two lecturers specialising in informatics engineering and multimedia, and four students with expertise in digital business. This collaboration ensured a well-rounded approach to the development of effective digital marketing tools, integrating theoretical knowledge with practical implementation.

This robust methodology highlights the iterative nature of the ADDIE model, emphasising a thorough, data-driven approach to designing and implementing impactful digital content tailored to the needs of MSMEs in Bondowoso.

4. Findings and discussion

This research aimed to create creative digital content in the form of promotional videos for four food MSMEs in Bondowoso: Ila Snack Bondowoso, Rien's Kitchen, Tahu Sutrisno, and Kripik Ayu. These MSMEs had limited knowledge and skills in digital marketing, making it difficult for them to promote their products effectively. The development of digital marketing content was carried out using the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation), a widely used model for systematic content creation (Nguyen & Nguyen, 2021).

Each video has a short duration of 1 minute and 30 seconds, which is ideal for online promotion on social media platforms such as Instagram, Facebook or TikTok. This short duration requires the message to be delivered quickly and concisely while still capturing the attention of the audience. as well as a video interview with a duration of 4:19 minutes that will be aired on YouTube.

This study focused on creating compelling digital promotional content for four MSMEs in Bondowoso: Ila Snack Bondowoso, Rien's Kitchen, Tahu Sutrisno, and Kripik Ayu. These businesses faced significant challenges in digital marketing, including limited technical skills and resources, which impeded their ability to reach wider audiences effectively. The research addressed these challenges by developing marketing videos using the ADDIE model, a systematic approach that ensures clarity and consistency in content creation (Nguyen & Nguyen, 2021).

4.1. Content development process

The videos were carefully crafted to align with the marketing goals of the MSMEs. Each video had a duration of 1 minute and 30 seconds for platforms like Instagram and TikTok, with a longer version of 4:19 minutes designed for YouTube. This multi-platform strategy maximised the reach and relevance of the content across diverse audiences. The AIDA model (Awareness, Interest, Desire, Action) was the guiding framework, ensuring that the videos were not only visually appealing but also strategically structured to drive consumer behaviour. For instance, the videos introduced the businesses through engaging



visuals, showcased their unique offerings, and concluded with actionable steps for viewers to connect with the MSMEs.

Key components of the video creation process included high-quality tools such as Adobe Premiere Pro CC 2019 for editing and professional-grade cameras and microphones to ensure superior audiovisual quality. This emphasis on technical excellence ensured that the videos adhered to industry standards, enhancing their appeal and effectiveness. According to Wang et al. (2022), professional-grade media significantly improves consumer engagement, a principle reflected in the polished and engaging content produced in this study.

4.2. Implementation of the AIDA model

The application of the AIDA model was pivotal in shaping the narrative and structure of the videos:

- a) **Awareness:** The opening scenes introduced MSME logos and products, establishing immediate brand recognition. Visuals emphasised the local origins and quality of the offerings, helping to create a distinct identity for each MSME.
- b) **Interest:** Engaging visuals of customers enjoying products, along with storytelling elements about the MSMEs' histories, piqued audience curiosity. Rien's Kitchen, for example, featured scenes of traditional snacks that evoked nostalgia and cultural pride.
- c) **Desire:** Emotional appeal was a key strategy, with imagery of families sharing and enjoying MSME products. This approach tapped into viewers' emotions, creating a connection between the products and meaningful life moments.
- d) **Action:** Each video concluded with clear calls to action, such as contact details and social media links, making it easy for viewers to engage with the MSMEs and make purchases.

4.3. Strengths of the approach

The videos successfully combined storytelling with visually compelling elements, resulting in content that resonated with audiences. Storytelling humanised the MSMEs, transforming them from mere businesses into relatable entities with a unique cultural and personal narrative. This aligns with research by Smith & Johnson (2020), which underscores the power of storytelling in fostering consumer connection and brand loyalty. The inclusion of local cultural elements further distinguished these MSMEs, celebrating Bondowoso's heritage and reinforcing the authenticity of their offerings (Molinillo et al., 2021).

The visual and auditory quality of the videos was another notable strength. Close-ups of food products highlighted their appeal, while professional voiceovers added a layer of polish and credibility. Feedback from experts validated these aspects, confirming that



the content was clear, engaging, and professionally executed. This process of expert validation ensured that the promotional materials met high standards, both visually and narratively (Chen & Zhang, 2022).

4.4. Challenges and opportunities for improvement

Despite the successes, the study revealed several challenges. Many MSME owners lacked foundational knowledge of digital marketing, which limited their ability to maintain and update the content independently. This issue highlights the need for supplementary training to empower MSME owners with the skills to manage their digital presence effectively (Ahmed & Rahim, 2022). Furthermore, financial constraints posed a significant barrier, restricting access to advanced tools and platforms that could enhance their marketing efforts.

While the videos were well-received locally, their reach was limited to a regional audience. Expanding beyond local markets requires more advanced strategies, such as personalised content, AI-driven analytics, and targeted social media advertising. These tools can enable MSMEs to refine their marketing campaigns, segment their audiences more effectively, and deliver tailored messages that resonate with diverse consumer groups (Lopez & Davis, 2021).

4.5. Cultural resonance and market differentiation

One of the standout aspects of the videos was their integration of regional culture. This cultural resonance not only strengthened the emotional connection with local audiences but also provided a unique selling point that set these MSMEs apart from competitors. Rien's Kitchen, for example, showcased traditional snacks deeply rooted in Bondowoso's culinary heritage, creating a narrative that appealed to both nostalgia and local pride. Widiyanto & Pratama (2023) argue that such cultural storytelling enhances brand loyalty and fosters a deeper emotional attachment among consumers.

4.6. Consumer feedback and engagement

Consumer feedback underscored the effectiveness of the promotional videos. Respondents highlighted the videos' ability to evoke emotional responses and inspire confidence in the products. The storytelling approach, combined with high-quality visuals and clear calls to action, played a significant role in converting viewer interest into tangible engagement. This finding aligns with prior studies that emphasise the role of multimedia content in driving consumer interest and sales (Park & Lee, 2021).

4.7. Future directions

The findings suggest that while the current approach was effective, further enhancements could amplify its impact. Incorporating advanced marketing tools, such as predictive analytics and AI-powered personalisation, can make future campaigns more dynamic and targeted. Additionally, ongoing training for MSME owners in areas like data analytics, social media strategy, and digital content creation is crucial for sustaining their digital



marketing efforts. By addressing these areas, MSMEs can not only strengthen their local presence but also position themselves for success in broader national and global markets.

5. Conclusion

This research successfully developed creative digital promotional videos for four MSMEs in Bondowoso, addressing their limited digital marketing capabilities and providing a foundation for more effective audience engagement. Using the ADDIE model for systematic content creation and the AIDA framework for structuring marketing narratives, the videos effectively captured audience attention, built interest, and encouraged action. These efforts highlighted the unique cultural and product offerings of the MSMEs, showcasing their potential to compete in a digital marketplace.

The incorporation of storytelling and regional cultural elements distinguished these MSMEs, creating emotional connections with viewers and reinforcing their authenticity. This approach not only celebrated Bondowoso's heritage but also provided a strategic advantage by differentiating these businesses in a competitive market. While the initiative was a success, it also revealed areas for improvement. MSME owners require additional training to independently manage and sustain their digital marketing efforts. Moreover, leveraging advanced marketing tools and expanding the reach of their campaigns are critical next steps. By addressing these challenges, MSMEs can enhance their competitiveness and adapt to the evolving demands of the digital economy.

This study underscores the global relevance of empowering small businesses with digital marketing tools and strategies. MSMEs play a pivotal role in local and global economies and equipping them with the skills and resources to thrive in a digital landscape is essential for fostering sustainable economic growth and cultural preservation. The findings provide a replicable framework for other regions and industries seeking to bridge the gap between traditional business practices and modern digital marketing.

References

- Ahmed, M., & Rahim, R. (2022). Bridging the digital marketing skills gap in MSMEs: A training framework. *Journal of Entrepreneurship and Innovation*, 11(3), 201-216. <https://doi.org/10.1016/j.jei.2022.01.005>
- Alford, P., & Page, S. J. (2020). Marketing technology for adoption by small business. *The Service Industries Journal*, 40(7-8), 612-638. <https://doi.org/10.1080/02642069.2018.1444036>
- Chen, Y., Wei, J., & Jin, Z. (2021). The impact of visual content on consumer engagement in social media: A study of food-related content. *Journal of Business Research*, 129, 239-253. <https://doi.org/10.1016/j.jbusres.2021.02.025>



- Chen, Z., & Zhang, L. (2022). Expert validation in digital content creation: Ensuring quality in promotional media for SMEs. *Journal of Marketing Insights*, 16(3), 185-200. <https://doi.org/10.1016/j.jomi.2022.03.006>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2021.102168>
- Gupta, H., & Bose, I. (2022). Digital marketing strategies for micro, small and medium enterprises: Leveraging digital platforms for effective customer engagement. *Journal of Business Research*, 145, 678-689. <https://doi.org/10.1016/j.jbusres.2022.03.052>
- He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*, 116, 176-182. <https://doi.org/10.1016/j.jbusres.2020.05.030>
- Hughes, C., Swaminathan, V., & Brooks, G. (2021). Storytelling in the digital age: Enhancing brand narratives through social media. *Journal of Interactive Marketing*, 56, 41-56. <https://doi.org/10.1016/j.intmar.2021.01.001>
- Jones, P., Hillier, D., Comfort, D., & Wang, Z. (2023). Digital marketing in small and medium enterprises: Enhancing business performance through digital engagement. *Journal of Retailing and Consumer Services*, 71, 103146. <https://doi.org/10.1016/j.jretconser.2023.103146>
- Kumar, V., & Gupta, S. (2023). Customer engagement in the digital age: Toward developing a model of digital customer engagement. *Journal of Business Research*, 153, 503-516. <https://doi.org/10.1016/j.jbusres.2022.10.012>
- Liu, L., Li, Y., & Zhang, Y. (2023). Influencing factors of consumer behavior towards food marketing in digital environments. *Journal of Retailing and Consumer Services*, 73, 103252. <https://doi.org/10.1016/j.jretconser.2023.103252>
- Lopez, M., & Davis, T. (2021). The impact of the AIDA model on consumer purchasing behavior in digital marketing. *Journal of Business Research*, 135, 325-332. <https://doi.org/10.1016/j.jbusres.2021.05.011>
- Molinillo, S., Anaya-Sánchez, R., Morrison, A. M., & Coca-Stefaniak, J. A. (2021). Smart tourism destinations: Cultural heritage and urban tourism in the smart city. *International Journal of Tourism Research*, 23(3), 421-432. <https://doi.org/10.1002/jtr.2410>
- Nguyen, T., & Nguyen, M. (2021). A framework for digital content development in MSMEs: The role of structured models. *International Journal of Digital Marketing*, 12(3), 145-158. <https://doi.org/10.1016/j.ijdm.2021.01.032>
- Olanrewaju, A. S., Hossain, M. A., Whiteside, N., & Mercieca, P. (2020). Social media and entrepreneurship research: A literature review. *International Journal of*



-
- Information Management, 50, 90-110.
<https://doi.org/10.1016/j.ijinfomgt.2019.05.011>
- Park, S., & Lee, H. (2021). How promotional videos influence consumer purchasing decisions: Evidence from SMEs. *Journal of Consumer Marketing*, 38(4), 415-427.
<https://doi.org/10.1108/JCM-04-2021-467>
- Parise, S., Guinan, P. J., & Kafka, R. (2022). How MSMEs leverage AI for competitive advantage in digital marketing. *California Management Review*, 64(2), 89-109.
<https://doi.org/10.1177/00081256211065213>
- Smith, J., & Johnson, A. (2020). Geochemical Modeling in Aquaculture: A Review. *Aquaculture Review*, 12, 3210-3227.
- Tafesse, W., & Wien, A. (2021). Implementing social media marketing: What do we know and need to know about social media apps in MSMEs? *Journal of Marketing Communications*, 27(3), 291-307.
<https://doi.org/10.1080/13527266.2019.1620833>
- Wang, H., Lee, J., & Kim, S. (2022). The power of professional voice-overs in digital marketing: How audio quality influences consumer behavior. *Journal of Digital Content and Media*, 19(1), 112-127. <https://doi.org/10.1016/j.jdcm.2022.05.008>
- Widianto, A., & Pratama, R. (2023). Integrating local culture in MSME digital marketing strategies: A case study from Indonesia. *Journal of Cultural Marketing*, 15(2), 99-115. <https://doi.org/10.1016/j.jcmar.2023.02.014>
- Yadav, M. S., & Rahman, Z. (2022). The role of cultural identity in influencing digital content effectiveness for small businesses. *International Journal of Information Management*, 62, 102431. <https://doi.org/10.1016/j.ijinfomgt.2021.102431>
-

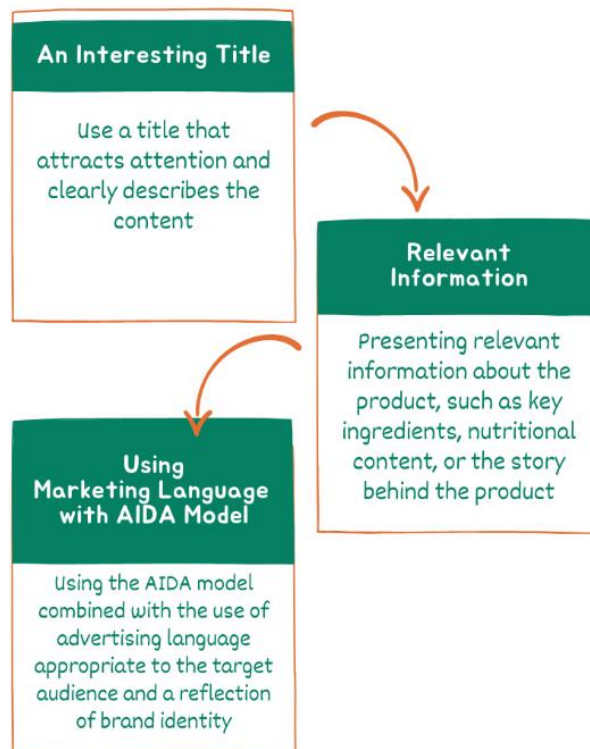


Appendixes

Video Specification



Promotion Text Specification





Graphic Design Specification

Conformity to brand identity	Creativity and originality	Conformance to the platform
<ul style="list-style-type: none">•The graphic design matches the elements of the brand identity, including the use of colours, fonts and logos	<ul style="list-style-type: none">•The design elements used are creative and original, grabbing the audience's attention and differentiating the product from competitors.	<ul style="list-style-type: none">•The graphic design is adapted to the format and rules of the platform used, such as image size and text proportion