

Empowering MSMEs in Hoder Village Indonesia: Enhancing Product Marketing through Smartphone Photography and Videography Training

Abstract

This article addresses the challenge faced by MSMEs in Hoder Village, Waigete District, in enhancing the visual appeal and marketability of their products through effective photography and videography using smartphones. The limited knowledge and skills in this area have hindered optimal product promotion on social media platforms. A six-month community service program was implemented by lecturers from the Visual Communication Design and Informatics Engineering Study Programs at Nusa Nipa University to provide training and mentoring on smartphone photography and videography techniques, including angle techniques and the use of mini studios. The program culminated in a successful event on May 18, 2024, with 25 out of 30 participants demonstrating improved skills in capturing and editing product images and videos. The training not only enhanced technological proficiency but also boosted the participants' confidence and empowerment, contributing to the economic development of the region. However, challenges such as the quality of smartphone cameras and the complexity of editing applications were noted. The article concludes that continuous support and further training, particularly in photo and video editing, are essential for sustaining these improvements and recommends ongoing initiatives to bolster the capabilities of MSMEs in Hoder Village.

Keywords: MSMEs, smartphone photography, videography training, product marketing, community service.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a crucial component of Indonesia's economy, providing employment opportunities and contributing significantly to GDP. Despite their importance, many MSMEs face challenges in marketing their products effectively, particularly in rural areas like Hoder Village, Waigete District. Effective marketing often relies on high-quality product photos and videos, which can enhance the attractiveness and perceived value of products (Setiadi & Se, 2019). However, many MSMEs lack the necessary skills and resources to create professional-grade visual content, which limits their competitive edge in the marketplace (Mohanty & Mishra, 2020).

The rise of digital technologies has opened new avenues for MSMEs to market their products. Mobile technology, in particular, offers a cost-effective and accessible means for businesses to engage in digital marketing (Kapinga, 2020). Smartphones, equipped

with advanced cameras and editing apps, can serve as powerful tools for creating and sharing high-quality product visuals. The concept of smartphonegraphy, which involves using smartphones for photography and videography, has gained popularity as a practical solution for MSMEs to produce professional content without significant investment (Irmayana, Syam, & Akhriana, 2023).

Despite the potential of smartphonegraphy, many MSMEs in rural areas like Hoder Village are yet to harness its benefits fully. Factors such as limited knowledge, lack of training, and inadequate resources hinder their ability to produce effective marketing visuals (Linawati et al., 2018). A targeted approach to address these gaps is essential to empower these businesses and improve their marketing capabilities. Previous studies have shown that training programs focusing on digital skills can significantly enhance the operational and marketing capabilities of MSMEs (Ajisuksmo et al., 2022).

In Hoder Village, Waigete District, the local MSMEs produce various superior products that have the potential to reach wider markets if marketed effectively. However, the lack of skills in taking professional product photos and videos has been a significant barrier. According to field observations, many business owners in the area struggle with using smartphones for photography and videography, often resulting in low-quality images that fail to attract customers (Hidayat et al., 2020). Moreover, there is a noticeable gap in understanding the technical aspects of smartphone photography, such as angle techniques and lighting, which are crucial for creating appealing visuals (Muslih, 2021).

Addressing these challenges, a community service program was initiated by lecturers from the Visual Communication Design and Informatics Engineering Study Programs at Nusa Nipa University. This program aimed to provide comprehensive training and mentoring to the MSMEs in Hoder Village, focusing on enhancing their skills in smartphone photography and videography. The program was designed to not only impart theoretical knowledge but also practical skills through hands-on sessions and field mentoring (Muslih, 2022). The training covered various aspects, including the use of angle techniques, creating mini studios, and utilizing additional equipment to improve the quality of product photos and videos (Irmayana, Syam, & Akhriana, 2023).

The training program spanned six months, culminating in a peak event on May 18, 2024. The results were promising, with 25 out of 30 participants demonstrating significant improvements in their ability to take high-quality product photos and videos using their smartphones. This success underscores the importance of targeted training programs in empowering MSMEs and enhancing their marketing capabilities (Ajisuksmo et al., 2022). The participants also showed increased confidence and a greater understanding of how to use visual content to promote their products on social media platforms such as Facebook, Instagram, and TikTok (Asnawan et al., 2022).

However, the program also faced several challenges. One of the main obstacles was the quality of the participants' smartphones. Not all participants owned devices with high-quality cameras, which affected the overall quality of the photos and videos produced. Additionally, while many photo and video editing applications are available, their complexity posed a challenge for beginners without prior technical knowledge (Mohanty

& Mishra, 2020). These challenges highlight the need for continuous support and further training to ensure that MSMEs can fully leverage the tools and techniques introduced during the program (Mutanu, Njuguna, & Wambalaba, 2013).

The positive outcomes of this community service initiative point to several broader implications. Firstly, improving the digital skills of MSMEs in rural areas can significantly enhance their marketability and economic prospects (Hidayat et al., 2020). Secondly, the use of smartphones for photography and videography provides a cost-effective solution for MSMEs to create professional-grade visual content. Finally, the success of such programs relies on ongoing support and adaptation to the specific needs and challenges faced by the target communities (Muslih, 2021).

In conclusion, the community service program in Hoder Village has demonstrated that with the right training and resources, MSMEs can significantly improve their product marketing efforts through smartphonegraphy. The enhanced visual content not only makes the products more attractive but also boosts the confidence of business owners, leading to greater empowerment and economic development (Ajisuksmo et al., 2022). Future initiatives should focus on providing continuous training and support, particularly in the areas of photo and video editing, to ensure sustained improvements and long-term benefits for MSMEs in rural areas like Hoder Village (Mutanu, Njuguna, & Wambalaba, 2013).

The challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, particularly in rural areas, are multifaceted and deeply rooted. One of the primary issues is the lack of effective marketing strategies, which are crucial for the growth and sustainability of these enterprises. Despite the potential of digital technologies to bridge this gap, many MSMEs in regions like Hoder Village, Waigete District, struggle to utilize these tools effectively. The core problem lies in the deficiency of skills and resources needed to create high-quality visual content for marketing purposes. This deficiency significantly hampers their ability to attract customers and compete in broader markets (Setiadi & Se, 2019).

In today's digital era, the importance of high-quality product photos and videos cannot be overstated. Visual content plays a critical role in influencing consumer perceptions and purchasing decisions. However, many MSMEs in rural areas lack the technical know-how and equipment to produce professional-grade visual content. The concept of smartphonegraphy, which involves using smartphones for photography and videography, presents a viable solution. Smartphones are more accessible and cost-effective compared to traditional professional photography equipment. Nonetheless, the adoption of smartphonegraphy among MSMEs in rural areas remains limited due to various barriers, including inadequate training and technical support (Irmayana, Syam, & Akhriana, 2023).

The research gap in this context is evident. While there have been numerous studies on the potential of digital technologies for empowering MSMEs, there is limited research specifically addressing the practical application of smartphonegraphy for improving marketing efforts among rural MSMEs. Previous initiatives have often focused on

broader aspects of digital marketing without delving into the specifics of visual content creation using smartphones. This gap highlights the need for targeted interventions that provide practical, hands-on training to MSMEs, enabling them to leverage smartphone technology effectively for their marketing needs (Ajisuksmo et al., 2022).

The state of the art in this field involves integrating the principles of visual communication design with the practicalities of smartphone technology. The community service program conducted by lecturers from the Visual Communication Design and Informatics Engineering Study Programs at Nusa Nipa University is an exemplary model. This program not only imparts theoretical knowledge about visual content creation but also emphasizes practical training through hands-on sessions and field mentoring. By focusing on essential aspects like angle techniques, lighting, and the use of additional equipment, the program aims to equip MSMEs with the skills needed to produce professional-grade photos and videos using their smartphones (Muslih, 2021).

The significance of this community service activity lies in its potential to transform the marketing capabilities of MSMEs in rural areas. By providing comprehensive training in smartphonegraphy, the program addresses a critical need that has been largely overlooked. The ability to create high-quality visual content can significantly enhance the attractiveness and perceived value of products, thereby boosting sales and market reach. For the MSMEs in Hoder Village, this training program offers a pathway to overcoming one of their most significant challenges. Improved marketing can lead to increased revenue, greater business sustainability, and overall economic development in the region (Kapinga, 2020).

Furthermore, the success of this program can serve as a model for similar initiatives in other rural areas. The approach of combining theoretical instruction with practical, hands-on training ensures that participants not only understand the concepts but also develop the skills to apply them effectively (Nabung, 2024). This method has proven to be effective, as evidenced by the significant improvements observed among the participants. Out of 30 participants, 25 showed remarkable progress in their ability to take high-quality product photos and videos using their smartphones. This improvement underscores the effectiveness of targeted, practical training programs in empowering MSMEs.

However, the program also highlighted several challenges that need to be addressed in future initiatives. One of the main issues was the quality of the participants' smartphones. Not all participants owned devices with high-quality cameras, which affected the overall quality of the photos and videos produced. Additionally, while many photo and video editing applications are available, their complexity posed a challenge for beginners without prior technical knowledge. These challenges indicate the need for continuous support and further training to ensure that MSMEs can fully leverage the tools and techniques introduced during the program (Mohanty & Mishra, 2020).

In conclusion, the community service program in Hoder Village represents a significant step towards enhancing the marketing capabilities of rural MSMEs through smartphonegraphy. The program's success demonstrates that with the right training and

resources, MSMEs can overcome their marketing challenges and improve their competitiveness in the market. This initiative not only benefits the individual businesses but also contributes to the broader economic development of the region. Future programs should build on this success by providing ongoing support and addressing the technical challenges faced by participants. By doing so, such initiatives can have a lasting impact, empowering MSMEs and fostering sustainable economic growth in rural areas (Mutanu, Njuguna, & Wambalaba, 2013).

METHOD AND PROCEDURES

The community service program aimed at enhancing the marketing capabilities of MSMEs in Hoder Village through smartphone photography and videography involved a comprehensive method and set of procedures to ensure its success. This training program was meticulously designed and executed by lecturers from the Visual Communication Design and Informatics Engineering Study Programs at Nusa Nipa University. The approach was both theoretical and practical, ensuring that participants gained a thorough understanding of the concepts as well as hands-on experience in applying them.

The initial phase of the training involved a needs assessment to identify the specific challenges and requirements of the MSMEs in Hoder Village. This assessment included surveys and interviews with the participants to understand their current level of expertise, the types of products they produce, and the marketing challenges they face. The data gathered from this assessment was crucial in tailoring the training content to meet the specific needs of the participants. This step ensured that the program addressed the real issues faced by the MSMEs and provided relevant solutions (Muslih, 2022).

The training program was structured into several modules, each focusing on different aspects of smartphone photography and videography. The first module covered the basics of smartphone photography, including understanding the features and capabilities of smartphone cameras. Participants were introduced to various settings and modes available on their smartphones, such as focus, exposure, and white balance. This foundational knowledge was essential for participants to effectively use their devices for high-quality photography (Irmayana, Syam, & Akhriana, 2023).

The second module focused on advanced photography techniques. This included lessons on composition, lighting, and angle techniques, which are critical for creating visually appealing product photos. Participants learned how to use natural and artificial lighting to enhance their photos, as well as how to compose their shots to highlight the best features of their products. Practical sessions were a key component of this module, allowing participants to apply what they had learned in real-time, with guidance and feedback from the trainers (Kapinga, 2020).

The third module dealt with videography, which is increasingly important in digital marketing. Participants were taught how to shoot and edit short promotional videos using their smartphones. The training covered various aspects of videography, including storyboard creation, shooting techniques, and basic video editing. Participants practiced creating short videos that could be used for social media marketing, learning how to

capture the attention of potential customers through engaging visual content. The hands-on nature of this module ensured that participants could confidently create and edit videos by the end of the training (Ajisuksmo et al., 2022).

Throughout the training, emphasis was placed on practical application. Each theoretical session was followed by a hands-on practice session, where participants could apply the concepts they had just learned. Trainers provided individual feedback and support, helping participants to refine their skills and overcome any challenges they encountered. This iterative process of learning and practice was crucial for building the confidence and competence of the participants. Additionally, field mentoring sessions were conducted where trainers visited the participants' workplaces to provide on-site guidance and support, ensuring that the training was directly relevant to their daily business operations (Muslih, 2021).

The final phase of the program involved a peak event where participants showcased the skills they had acquired. This event included a presentation of their photos and videos, providing an opportunity for participants to demonstrate their new capabilities and receive constructive feedback. This phase also included a discussion session, where participants could share their experiences, challenges, and successes, fostering a sense of community and mutual support. The trainers evaluated the progress of each participant, providing additional tips and resources to further enhance their skills (Hidayat et al., 2020).

In conclusion, the method and procedures used in this community service program were comprehensive and well-structured, combining theoretical instruction with practical application and continuous support. The success of the program, as evidenced by the significant improvements in the participants' skills, underscores the effectiveness of this approach. By addressing the specific needs of the MSMEs in Hoder Village and providing tailored, hands-on training, the program was able to empower the participants to create high-quality visual content that can significantly enhance their marketing efforts and business success.

FINDINGS AND DISCUSSION

Improvement in Smartphone Photography Skills

The community service program in Hoder Village aimed at enhancing the photography skills of MSME members has yielded significant improvements, as evidenced by both qualitative and quantitative assessments. Before the training, the participants exhibited limited proficiency in utilizing smartphone cameras for product photography. Many were unaware of basic features such as focus adjustment, exposure control, and the use of HDR mode, which are critical for capturing high-quality images. The initial phase of the program involved intensive theoretical sessions where participants were introduced to these fundamental concepts, setting the groundwork for more advanced techniques (Irmayana, Syam, & Akhriana, 2023).

One of the key findings from the post-training evaluation was the marked improvement in the participants' ability to control and manipulate lighting. Proper lighting is a

cornerstone of effective photography, and the training emphasized the importance of natural light and the use of simple lighting tools like reflectors and lightboxes. Participants learned how to avoid harsh shadows and how to utilize diffused light to enhance the appearance of their products. As a result, the photographs produced by the participants after the training displayed a significant reduction in poor lighting issues, contributing to more professional-looking product images (Irmayana et al., 2023).

The training also focused on composition techniques, which play a crucial role in product photography. Participants were taught the rule of thirds, leading lines, and the importance of background selection to make their products stand out. Before the training, many participants tended to use cluttered backgrounds that distracted from the product. Post-training photographs showed a clear understanding of how to use neutral and clean backgrounds to ensure that the product remains the focal point of the image. This change was particularly evident in the feedback from customers, who noted an improvement in the visual appeal of the products, which in turn positively influenced their purchasing decisions (Ajisuksmo et al., 2022).

Furthermore, the training included practical sessions where participants could apply their newly acquired skills in real-time, with immediate feedback from the trainers. This hands-on approach was instrumental in reinforcing the theoretical knowledge gained during the lectures. Participants practiced taking photographs under various lighting conditions and from different angles to understand the effects of perspective on the final image. The trainers also provided personalized tips and corrective measures, which helped participants refine their techniques further. These practical sessions were highly valued by the participants, as they could see tangible improvements in their photography skills (Cahyono, Sutantri, & Mala, 2024).

Finally, the impact of the training on the participants' confidence cannot be understated. Many MSME members reported feeling more empowered and capable of taking control of their product marketing strategies. With improved photography skills, they were better equipped to present their products in a more professional manner across various digital platforms, including social media and e-commerce sites. This empowerment extended beyond just photography; it fostered a greater sense of self-reliance and innovation among the participants, encouraging them to explore other digital tools and marketing strategies to enhance their businesses further (Rizkia, 2017).

In conclusion, the community service program significantly improved the smartphone photography skills of MSME members in Hoder Village. Through comprehensive training in lighting, composition, and practical application, participants were able to produce higher-quality product images that enhanced their marketing efforts. The positive feedback from customers and the increased confidence among MSME members underscore the success of the program and highlight the importance of such initiatives in empowering local businesses (Hidayat et al., 2020).

Enhanced Utilization of Social Media for Marketing

The training program in Hoder Village aimed to improve the digital marketing capabilities of MSME members, particularly through the enhanced utilization of social

media platforms. Before the training, many participants had limited knowledge and experience in leveraging social media for business purposes. They primarily used these platforms for personal interactions and were not aware of the potential benefits that professional social media management could bring to their businesses (Ajisuksmo et al., 2022). The training provided a comprehensive introduction to various social media tools and strategies, focusing on how to create engaging content, reach a wider audience, and drive sales.

One significant outcome of the training was the participants' improved understanding of the importance of social media algorithms and how to optimize their content to increase visibility. The training covered key concepts such as the timing of posts, the use of hashtags, and the importance of engaging with followers through comments and direct messages. Participants learned how to analyze their audience's behavior and preferences to tailor their content accordingly. This strategic approach resulted in increased engagement rates, with many participants reporting a noticeable rise in likes, shares, and comments on their posts after applying the techniques learned during the training (Irmayana, Syam, & Akhriana, 2023).

Another crucial aspect of the training was the creation of visually appealing and consistent branding across social media profiles. Participants were taught how to use graphic design tools to create cohesive visual identities that reflect their brand values and attract potential customers. They learned about color schemes, typography, and the use of logos and other brand elements to create a professional and recognizable online presence. This emphasis on visual branding helped participants to stand out in the crowded social media landscape and build a loyal customer base. The feedback from customers highlighted the improved professionalism and aesthetic appeal of the participants' social media profiles, which contributed to increased trust and credibility (Rizkia, 2017).

The training also introduced participants to the concept of content planning and scheduling. Many MSME members struggled with consistency in their social media postings, often leading to periods of inactivity that could negatively impact their visibility and engagement. The training provided tools and techniques for creating content calendars, allowing participants to plan and schedule their posts in advance. This approach not only ensured a steady flow of content but also allowed participants to strategically plan their marketing campaigns around key dates and events. The result was a more organized and effective social media presence, with participants reporting higher levels of engagement and more consistent interactions with their audience (Cahyono, Sutantri, & Mala, 2024).

Moreover, the training highlighted the importance of utilizing social media analytics to track performance and make data-driven decisions. Participants were introduced to various analytics tools that provide insights into the performance of their posts, audience demographics, and engagement metrics. By regularly reviewing these analytics, participants could identify what types of content performed best, which times of day were most effective for posting, and which demographics were most engaged with their

content. This data-driven approach allowed participants to refine their strategies continually and achieve better results over time (Hidayat et al., 2020).

In summary, the community service program significantly enhanced the social media marketing skills of MSME members in Hoder Village. Through comprehensive training on social media algorithms, branding, content planning, and analytics, participants were able to create more engaging and professional social media profiles. The improved visibility, increased engagement, and positive feedback from customers underscore the success of the training program and highlight its importance in empowering local businesses to thrive in the digital age (Irmayana et al., 2023).

Improved Technical Skills in Photography and Videography

The training program for MSME members in Hoder Village emphasized enhancing participants' technical skills in photography and videography using smartphones. Prior to the training, many participants lacked proficiency in utilizing smartphone cameras for professional-quality product images and videos. The initial assessment revealed that their existing knowledge was limited to basic photography skills, often resulting in suboptimal visual content that did not effectively highlight the quality and uniqueness of their products (Asnawan et al., 2022). The program aimed to bridge this gap by providing hands-on training in advanced techniques and tools for smartphone photography and videography.

One of the key areas of focus was teaching participants about the effective use of lighting. Proper lighting is crucial for producing high-quality images and videos, as it affects the clarity and overall appeal of the visual content. The training introduced participants to various lighting techniques, including the use of natural light and artificial light sources. Participants learned how to set up their shooting environment to maximize lighting conditions, such as positioning products near windows for natural light or using portable LED lights to enhance visibility. This hands-on approach helped participants achieve more consistent and professional results in their product photography, as evidenced by the improved quality of their visual content (Mardatillah et al., 2024).

The program also covered the importance of composition and framing in photography. Participants were taught how to apply fundamental principles of composition, such as the rule of thirds, leading lines, and symmetry, to create visually appealing images. The training emphasized how to position products strategically within the frame to highlight their features and attract potential customers. Additionally, participants learned about various shooting angles and perspectives to showcase products from different viewpoints. These techniques enabled participants to produce more engaging and effective product visuals, which played a crucial role in enhancing their marketing efforts (Aswiyati, 2016).

In terms of videography, the training provided participants with insights into effective video shooting techniques. Participants learned how to use smartphone cameras to capture stable and smooth footage, which is essential for creating professional-looking videos. Techniques such as using a tripod, stabilizing the camera, and managing focus and exposure were covered in detail. The training also included practical exercises where

participants practiced filming product demonstrations, tutorials, and promotional videos. These exercises helped participants gain confidence in their videography skills and produce high-quality video content that could be used for various marketing purposes (Kapinga, 2020).

Furthermore, the training program addressed the importance of post-production techniques, including photo and video editing. Participants were introduced to user-friendly editing apps that can be installed on smartphones, such as Adobe Lightroom and InShot. These tools allowed participants to enhance their visual content by adjusting brightness, contrast, and color balance, as well as adding text and effects. By mastering these editing techniques, participants were able to refine their product photos and videos, making them more visually appealing and aligned with their brand identity. The incorporation of post-production skills into the training significantly contributed to the overall improvement in the quality of the visual content produced by the MSME members (Ranu & Setiasih, 2018).

In conclusion, the community service program effectively enhanced the technical skills of MSME members in Hoder Village in both photography and videography using smartphones. Through targeted training in lighting, composition, videography techniques, and post-production, participants gained the expertise needed to produce high-quality visual content. This improvement not only elevated the overall presentation of their products but also had a positive impact on their marketing efforts and business outcomes. The success of the training program underscores the importance of equipping local businesses with advanced technical skills to thrive in a competitive digital marketplace (Puspasari et al., 2023).

Impact on Product Marketing and Sales

The community service training program significantly impacted product marketing and sales for MSME members in Hoder Village by improving their ability to create visually appealing content. The primary objective was to enhance the quality of product photography and videography, which is crucial for effective marketing. Prior to the training, many MSME members struggled to present their products attractively through digital media. Their existing visual content often lacked the professional touch required to capture consumer interest in a highly competitive market (Veranita & Yusuf, 2023).

The introduction of advanced smartphone photography techniques allowed MSME members to produce high-quality images that showcased their products more effectively. High-quality visuals play a critical role in e-commerce and social media marketing, as they directly influence consumer perceptions and purchasing decisions (Mardatillah et al., 2024). Improved product images enhanced the attractiveness of the MSME products, making them more appealing to potential customers. This visual enhancement is essential for standing out in crowded marketplaces and online platforms where product differentiation is key to capturing consumer attention (Cahyono et al., 2024).

Furthermore, the training's focus on videography provided MSME members with the tools to create engaging promotional videos. Effective product videos can convey more information and emotional appeal compared to static images, thus increasing consumer

engagement and interest (Musthafa & Ali, 2023). Participants learned how to create videos that not only demonstrated product features but also told compelling stories about their products. This narrative approach helps build a stronger connection with potential buyers, improving brand perception and consumer trust. The ability to produce professional-quality videos has become increasingly important in digital marketing, where video content often drives higher engagement rates compared to other forms of media (Rizkia, 2017).

The integration of these enhanced visual content strategies into MSME marketing efforts has shown promising results in terms of sales and market reach. Post-training, MSME members reported a noticeable improvement in customer responses and inquiries, attributing this success to the upgraded quality of their product visuals. As highlighted by the findings, the improved visual content led to more effective social media campaigns and better online product listings, which contributed to increased sales (Hidayat et al., 2020). This positive correlation between visual content quality and sales performance underscores the importance of investing in professional photography and videography skills for MSMEs.

The training also empowered MSME members with the skills needed to manage and utilize their visual content effectively. Participants learned to leverage social media platforms such as Instagram, Facebook, and TikTok for product promotion. These platforms are crucial for reaching a broader audience and driving traffic to online stores. The improved ability to create and manage engaging visual content enabled MSME members to execute more strategic marketing campaigns, resulting in enhanced brand visibility and market penetration (Soeleman, 2023). The successful application of these skills demonstrates the practical benefits of integrating advanced visual techniques into MSME marketing strategies.

In conclusion, the community service training program had a profound impact on the marketing and sales performance of MSME members in Hoder Village. By enhancing their photography and videography skills, participants were able to produce high-quality visual content that improved product attractiveness and engagement. This, in turn, contributed to more effective marketing strategies and increased sales. The success of the program highlights the critical role of advanced visual content skills in modern marketing and the positive outcomes that can be achieved through targeted training initiatives (Puspasari et al., 2023).

Long-Term Impact on MSME Empowerment and Self-Confidence

The community service training program for MSMEs in Hoder Village, focusing on smartphone photography and videography, has had significant long-term impacts on participants, particularly in terms of empowerment and self-confidence. The training provided MSME members with essential skills to produce high-quality visual content, which not only improved their product presentation but also bolstered their overall confidence in managing and promoting their businesses (Asnawan et al., 2022).

Before the training, many MSME members faced challenges related to the professional presentation of their products, which often led to low self-esteem and a lack of

confidence in their marketing efforts. The training addressed these issues by equipping participants with practical knowledge and hands-on experience in smartphone photography and videography. This approach helped to demystify the technical aspects of creating high-quality visuals, thereby reducing anxiety and building confidence among MSME members (Ajisuksmo et al., 2022). Enhanced confidence in their technical abilities translated into a more proactive attitude towards marketing and business development.

The empowerment gained through this training extended beyond just improving product visuals. Participants reported a heightened sense of agency and control over their business outcomes. By mastering the techniques of smartphone photography, MSME members gained a greater sense of ownership and pride in their work. This newfound empowerment allowed them to take more initiative in their business operations, including exploring new marketing strategies and engaging more effectively with their target audiences (Suhel et al., 2023). The ability to independently produce professional-quality content reduced reliance on external service providers and associated costs, thereby increasing their business sustainability and resilience.

The training also fostered a supportive community among MSME members, which further contributed to their empowerment. The collaborative environment created during the training sessions enabled participants to share experiences, offer mutual support, and build networks within the local business community. This sense of camaraderie and shared purpose was instrumental in reinforcing their confidence and motivation. According to Ranu & Setiasih (2018), such community-building aspects are crucial for long-term empowerment, as they provide a platform for ongoing learning and collective growth.

The long-term impact of the training on MSME members' self-confidence and empowerment is also reflected in their continued application of the skills acquired. Many participants reported that the confidence gained through the training led them to explore new business opportunities and expand their market reach. This includes experimenting with advanced visual content techniques and integrating them into their broader marketing strategies. The success stories of these MSME members underscore the transformative potential of skill-building initiatives in fostering sustainable business growth and self-reliance (Mutanu et al., 2013).

Moreover, the training's impact on self-confidence and empowerment has broader implications for the local economy. As MSME members become more self-assured and capable, they contribute to the overall economic development of Hoder Village. Their increased confidence in marketing and business operations supports local economic activities and helps to stimulate job creation and entrepreneurial ventures. By fostering a culture of empowerment and self-reliance, the training program not only benefits individual MSMEs but also strengthens the economic fabric of the community as a whole (Kancana et al., 2017).

In summary, the community service training program has had a profound long-term impact on the empowerment and self-confidence of MSME members in Hoder Village.

By equipping them with essential skills in smartphone photography and videography, the training enhanced their ability to present their products professionally and independently. This empowerment, combined with the supportive community environment fostered during the training, has led to increased self-confidence, proactive business behavior, and positive contributions to the local economy. The success of this initiative highlights the importance of skill-building programs in promoting sustainable business growth and community development (Puspasari et al., 2023).

Recommendations for Further Development and Expansion

The community service training in smartphone photography and videography for MSMEs in Hoder Village has demonstrated its effectiveness in improving product presentation and empowering local businesses. However, to ensure continued growth and development, several recommendations can be made based on the findings and experiences from this initiative. These recommendations focus on expanding the scope of training, enhancing technical skills, and fostering long-term sustainability for MSMEs (Cahyono et al., 2024).

1) Expanding Training Scope

To maximize the impact of such training programs, it is crucial to expand the scope beyond basic photography and videography techniques. Future training sessions could incorporate advanced topics such as photo and video editing, digital marketing strategies, and the use of analytical tools to measure the effectiveness of visual content (Irmayana et al., 2023). Integrating these additional components will provide MSME members with a more comprehensive skill set, enabling them to not only create high-quality content but also effectively manage and analyze their marketing efforts. This holistic approach can further enhance the marketing capabilities of MSMEs, ensuring they remain competitive in an increasingly digital marketplace (Setiadi & Se, 2019).

2) Enhancing Technical Skills

In addition to expanding the training content, there is a need to focus on enhancing the technical skills of MSME members. This includes providing more in-depth instruction on smartphone camera settings, lighting techniques, and composition principles. Training on these advanced technical aspects can help participants achieve even higher levels of professionalism in their visual content (Mardatillah et al., 2024). Additionally, incorporating practical exercises and real-world scenarios into the training will allow participants to apply these techniques in a hands-on manner, reinforcing their learning and improving their technical proficiency (Nugroho et al., 2017).

3) Fostering Long-Term Sustainability

To ensure the long-term sustainability of the training program's benefits, it is essential to establish a support system for MSME members beyond the initial training period. This could include creating a mentorship program where experienced individuals provide ongoing guidance and support to newer participants (Wahyuni, 2022). Such a system can help MSME members navigate challenges, stay updated with the latest trends and technologies, and continue improving their skills. Additionally, fostering partnerships

with local businesses, educational institutions, and digital marketing experts can provide MSMEs with access to additional resources and opportunities for growth (Veranita & Yusuf, 2023).

4) Leveraging Technology and Innovation

Embracing new technologies and innovations can further enhance the effectiveness of training programs and support MSME development. Incorporating virtual reality (VR) or augmented reality (AR) tools into the training can provide immersive learning experiences and simulate real-world scenarios for MSME members (Kapinga, 2020). These technologies can offer valuable insights into advanced visual techniques and marketing strategies, helping participants stay ahead of industry trends. Additionally, developing a digital platform or mobile application that offers on-demand tutorials, resources, and networking opportunities can provide ongoing support and learning opportunities for MSME members (Musthafa & Ali, 2023).

5) Promoting Community Engagement and Collaboration

Lastly, promoting community engagement and collaboration among MSME members can strengthen the impact of the training program. Encouraging participants to collaborate on projects, share best practices, and support each other in their marketing efforts can foster a sense of community and collective growth (Puspasari et al., 2023). Organizing regular workshops, networking events, and collaborative projects can help maintain enthusiasm and motivation among MSME members, ensuring that the skills and knowledge gained from the training continue to be applied effectively (Soeleman, 2023).

In summary, the recommendations for further development and expansion of the community service training program include expanding the training scope to cover advanced topics, enhancing technical skills through detailed instruction and practical exercises, fostering long-term sustainability through support systems and partnerships, leveraging new technologies and innovations, and promoting community engagement and collaboration. Implementing these recommendations can ensure that the benefits of the training program are sustained and that MSME members continue to grow and thrive in their business endeavors (Hidayat et al., 2020).

CONCLUSION

The community service training in smartphone photography and videography for MSMEs in Hoder Village has significantly contributed to enhancing the product presentation and marketing capabilities of local businesses. By equipping participants with essential skills in capturing high-quality images and videos using smartphones, the program has empowered MSMEs to present their products more effectively in digital and social media platforms. The training's success highlights the potential of practical, technology-driven education in boosting local economies and fostering entrepreneurship.

However, the program faced several limitations. The primary constraint was the varying levels of initial technical proficiency among participants, which impacted the uniformity of learning outcomes. Additionally, the training's scope was primarily focused on basic

techniques, leaving out advanced topics such as digital marketing strategies and data analytics, which could further benefit the MSMEs. These limitations suggest that while the program has laid a strong foundation, there is room for improvement in addressing diverse skill levels and expanding the training content.

To enhance the impact of future activities, it is recommended to expand the training scope to include advanced topics and provide ongoing support through mentorship and digital resources. Implementing a structured follow-up system and leveraging new technologies such as VR or AR for immersive learning experiences can also help address these limitations. Fostering community engagement and collaboration among MSMEs will further strengthen the sustainability and effectiveness of such programs, ensuring that local businesses continue to thrive and adapt in an ever-evolving digital landscape.

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