

Strengthening the Branding of the BMT Mekarsari Mandiri Cooperative through Public Speaking and Creativity Training

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Abstract

Purpose: The purpose of this community service program is to enhance the branding of Koperasi Konsumen BMT Trans Mekarsari Mandiri by improving public speaking skills and creating engaging digital content for social media, thus increasing the cooperative's visibility and market reach.

Methodology: The methodology includes initial surveys and coordination with the cooperative's management, followed by public speaking and content creation workshops. The implementation also involves ongoing mentoring and monitoring to ensure the effectiveness of the strategies introduced.

Results: The program successfully improved participants' public speaking skills and ability to create creative content, such as short videos and digital posters. The cooperative's branding efforts were strengthened, leading to better engagement on social media platforms like Instagram and Facebook. Participants showed increased confidence in promoting the cooperative, and there was noticeable improvement in the quality of content shared online.

Conclusions: This community service program successfully empowered the cooperative's management with essential skills in digital marketing and public communication, enabling Koperasi Konsumen BMT Trans Mekarsari Mandiri to enhance its branding and expand its reach. The skills acquired by the participants will contribute to the long-term sustainability and growth of the cooperative.

Limitations: The program was limited by short duration and small participant scope.

Contributions: This program contributes to community empowerment studies by integrating public speaking and digital content creation to improve cooperative branding and visibility.

Keywords: *Branding, Cooperative, Creative Content, Public Speaking, Training*

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1. Introduction

Mulya Sari Village in Tanjung Lago District, Banyuasin, is an agricultural village with a productive and close-knit community. One of the thriving local economic institutions there is the BMT Trans Mekarsari Mandiri Consumer Cooperative, a sharia-compliant cooperative that provides savings and loans and micro-enterprises. Despite its strategic role in improving the local economy, this cooperative still faces challenges, particularly in terms of image, promotion, and digitalization, the data from *Tim Koperasi* in 2009. Therefore, communication training and digital content creation are important steps to increase the cooperative's capacity and competitiveness ([Maulana, Ahmad, & Wita, 2019](#)). This cooperative was founded on August 29, 2009, in Telang Village, Bayung Lencir District, Musi Banyuasin Regency, and currently houses 123 Joint Business Groups (KUBE) with a total of 1,094 members engaged in various sectors such as agriculture, animal husbandry, plantations, culinary, workshops, sewing businesses, home industries, and trade. In the last three years (2022–2024), this cooperative recorded an average Operating Surplus (SHU) of IDR 400 million, demonstrating stability and healthy economic growth despite the challenges the cooperative still faces ([Cooperative, 2009](#)).

The main problems faced by partners include, low productivity of cooperative members' businesses, minimal use of information technology in marketing, and limited capacity of Human Resources (HR) in promoting products effectively. Amidst the development of the business world, which is increasingly dependent on digitalization, most cooperative business actors still use conventional promotional methods, such as word of mouth, without strong communication skills or effective digital marketing strategies ([Kotler, Philip, & Kevin, 2009](#)). In addition, mastery in product packaging, competitive pricing, and product distribution is also not optimal, which causes low competitiveness in the market. Therefore, cooperatives need support in the form of public communication training, creative content creation, and social media management to strengthen their image and increase the competitiveness of their members' products ([Maulana, Ahmad, & Nurkardia, 2025](#)).

The BMT Trans Mekarsari Mandiri Consumer Cooperative, actively led by Ms. Siti Rohayah, S.Sos., also has various business units that reflect the spirit of independence and creativity of its members. One of its main business units is the UKM Mart (grocery store), in addition to other businesses such as oyster mushroom cultivation, sewing, and savings and loans, which form the backbone of the cooperative's economic activities ([Maulana, Ahmad, & Dessi, 2021](#)). Furthermore, this cooperative plays a vital role in promoting community-based economic empowerment, strengthening member independence, and building productive collaborative networks. In this regard, the BMT Trans Mekarsari Mandiri Cooperative is committed to continuously improving the human resource capacity of its members, with the aim of creating a more competitive and digital-based cooperative in line with the increasingly digitalized business world ([Aryani, Menik, & Supratman, 2022](#); [Oktaviani, & Rizky, 2024](#)).

The activities to be implemented have a clear objective, namely, to improve the capacity of cooperative human resources in public communication through public speaking training, as well as to increase the visibility of cooperatives through creative digital content that will support modern digital-based branding strategies ([Keller, 2013](#); [Putri, & Fakhri, 2023](#)). This objective is in line with the achievement of the SDGs (Sustainable Development Goals), specifically SDG 8 (Decent Work and Economic Growth), SDG 4 (Quality Education), and SDG 17 (Partnerships to Achieve the Goals). This activity also supports the achievement of the UNSRI Higher Education Key Performance Indicators (IKU), including IKU 2 (Students Gain Experience Outside Campus) and IKU 5 (Lecturer Work Results Used by the Community), all of which focus on community-based economic empowerment and cooperative development through digitalization and social innovation ([Rahayu, Sri, & Novi, 2022](#)).

2. Research Methodology

This Community Service Activity uses a participatory approach as explained by The Community Service (PKM) program was implemented through several structured and participatory stages, involving the target community, particularly women's groups in Jukdadak Village. In this approach,

the researcher or implementing team served as the primary instrument, interacting directly with the research subjects to understand the social context and real-world situation.

According to Participatory methods are used to gain a deep understanding of social realities, rather than simply measuring variables quantitatively. In the context of this community service activity, this approach is used to identify real-world problems faced by pineapple fiber MSMEs, explore their potential and needs, and design solutions tailored to field conditions ([Sugiyono, 2022](#)).

The activity process was conducted using a participatory model, where MSME partners were not merely beneficiaries but also actively participated in every stage of the activity. This participatory approach aligns with Sugiyono qualitative research principles, which emphasize the importance of direct involvement between researchers and subjects to ensure authentic, contextual, and meaningful data collection ([Maulana, Ahmad, & Dessi, 2022](#)).

2.1 Research Implementations Methods

This research implementation consists of a series of structured stages aimed at addressing the problems faced by cooperative partners. Each stage will be explained in a systematic order and includes clear steps to ensure effective program implementation ([Rifka, Pandriadi, Angelianawati, & Qomarotun, 2022](#)).

2.2 Solutions Implementation Method

This community service activity began with a Situation and Needs Analysis, which aimed to identify the challenges faced by UKM Mart, sewing businesses, and oyster mushroom cultivation in terms of marketing, operations, and consumer needs. Next, a Digital Marketing Strategy was developed by determining the target market and developing promotions through social media, digital catalogs, and online buying and selling platforms. In the Modern Product Management Implementation stage, products were developed according to market needs and stock management was carried out efficiently ([Sinta, Vovi, & Sigit, 2023](#)).

This activity also includes Human Resources Training and Development, where cooperative members are trained in digital marketing, customer service, and business management. To measure the program's effectiveness, performance measurement and evaluation are conducted by establishing Key Performance Indicators (KPIs) and gathering customer feedback for business improvement. Based on the evaluation results, strategic refinements and adjustments are made, including product and strategy adjustments to capitalize on innovation opportunities. Lastly, to maintain the sustainability of the activity, a Sustainable Marketing Campaign is run by building a customer community and conducting regular promotions to ensure the product remains in demand ([Yuyut & Alyani, 2024](#)).

2.3 Community Service Implementation Stage Method

This community service activity began with outreach to raise awareness of the importance of digital innovation in marketing and product development through seminars with digital marketing experts and case studies of successful MSMEs. Next, training is provided to partners on digital marketing skills and efficient product management, through hands-on practice using social media, market research, and utilizing websites and e-commerce platforms. During the technology implementation phase, partners are assisted in implementing technology for operational and promotional efficiency, such as creating social media accounts, websites, and online stores. Afterward, mentoring and evaluation are carried out through regular meetings to ensure the technology implementation is running smoothly, gather feedback from partners, and evaluate sales and customer satisfaction. Finally, to ensure long-term sustainability, the program is planned for sustainability by building a solid MSME community and designing development through collaborative networks and facilitating access to resources and funding ([Maulana, Ahmad, & Dessi, 2022](#)).

2.4 Methods, Approaches, and Application of Technology and Innovation

This community service activity begins with an analysis of partner needs through surveys and interviews to identify challenges, particularly in marketing, and determine appropriate solutions. Next, digital marketing technology is implemented by assisting partners in using social media and digital

platforms for promotion, as well as providing training in effective content creation strategies. In the modern product management stage, products are developed to be more attractive and functional according to market needs, with an emphasis on improving packaging to increase appeal ([Sinta, Vovi, & Sigit, 2023](#)).

Partners are directly involved in every stage of the program, from needs analysis to training and evaluation, to ensure they actively participate in the program. Program success is evaluated through performance indicators that include increased revenue, business skills, and digital promotion effectiveness. Finally, to ensure program sustainability in the field, partners are provided with support in the form of content templates, production guides, and publication calendars to maintain promotional consistency after the program concludes ([Indarto, Wahyu, & Listya, 2023](#)).

2.5 Concrete and Complete Implementation Stages to Overcome Problems

2.5.1 For Economically/Socially Non-Productive Partners

Problem identification through a survey to understand the constraints faced by partners, including production, marketing, human resource skills, and market access. Next, a resource assessment is conducted by inventorying partners' potential, such as workforce, production equipment, and distribution networks, and seeking support from the government or the private sector. Based on this assessment, intervention programs are planned to develop capacity-building plans for partners, including training in sewing skills, mushroom processing, and digital promotion for UKM Mart ([Maulana, Ahmad, & Melisa, 2023](#)).

During the program implementation phase, training and mentoring are provided according to partner needs, utilizing social media and websites to expand marketing reach. Furthermore, training and empowerment are conducted through business management, digital marketing, and financial management training, as well as providing access to simple digital tools such as smartphones and marketing apps. To ensure the program's success, regular monitoring and evaluation are conducted to assess activity results, monitoring indicators such as increased income and business skills. Finally, to ensure the program's continuity, a sustainability strategy is designed, including the establishment of business cooperatives or dedicated marketing units, as well as connecting partners to broader markets so they can become self-sufficient and grow ([Liao & You-Long, 2017](#)).

2.5.2 Description of Partner Participation in the Program

This community service activity involves the direct involvement of partners by providing a team of cooperative members as training participants and ensuring the availability of time and space for the activity. In addition, partners provide supporting resources, such as smartphones, tripods, and meeting rooms, to ensure the smooth running of the activity. During the problem identification stage, partners actively participate in discussions to identify branding and marketing challenges faced by the cooperative ([Handayani, Sri, & Rizka, 2022](#)).

Next, during the implementation phase, partners commit to implementing the knowledge gained about public speaking and creative content creation to promote their cooperatives. To ensure the program's success, partners also participate in program evaluation, participating in monitoring sessions, and assessing the training's impact on cooperative activities. Finally, their commitment to sustainability is reflected in their readiness to continue branding practices independently and replicate the training with other cooperative members ([Lubis & Dito, 2022](#)).

2.5.3 Evaluation of Program Implementation and Program Sustainability in the Field After Activities Are Completed

Program Implementation Evaluation is carried out to assess the effectiveness of activities in increasing cooperative branding capacity, with a focus on the achievement of training objectives, participant activity, and the application of training results in cooperative promotion practices. Furthermore, program sustainability in the field is a key focus, ensuring partners have trained human resources capable of driving internal cooperative promotions. Content templates and production guides provided during the training will support consistent product promotion and ensure partners' commitment to

continuing branding practices independently after the program concludes ([Maulana, Ahmad, & Dessi, 2021](#)).

2.6 Training and Evaluation Method

The training method used in this program combines theory, hands-on practice, business simulations, and group discussions to provide participants with a comprehensive understanding. The evaluation was conducted quantitatively and qualitatively using observations, interviews, questionnaires, and analysis of participants' skills and income improvements. This activity also involved students documenting activities, processing data, and assisting partners throughout the production process ([Maulana, Ahmad, & Dessi, 2022](#)).

The evaluation instruments used in this community service program include several key indicators to assess its effectiveness. First, participant participation level is used to measure the extent of involvement of participants in all training activities. Second, business management knowledge improvement is assessed to determine how far participants enhance their understanding of business management concepts after the training. Third, production skills improvement evaluates participants' ability to apply the skills acquired during the program in practical activities. Fourth, household economic impact is analyzed to identify any changes in participants' household economic conditions following the training. Finally, program sustainability is measured based on the ability of the partner group to maintain and further develop production activities after the community service program has been completed ([Prasetyo, Bambang, & Lina, 2021](#)).

3. Results and Discussion

Community service activities entitled "Branding Strategy for BMT Trans Mekarsari Mandiri Consumer Cooperative Through Public Speaking Training and Creative Content Creation, in September 2025 at 10:00 WIB until finished. Holding a meeting with the Chairperson of the Cooperative, namely Mrs. Siti Rohayah, S.Sos BMT Trans Mekarsari Cooperative regarding what needs need to be assisted in this Cooperative. This meeting is related to the presentation and delivery of materials that are needed by the Members of the BMT Trans Mekarsari Cooperative. The material will be provided by the service team from the Faculty of Economics, Sriwijaya University so that it is done manually with an explanation of the lecture method. In addition, photocopies of the material presented by the Resource Person were distributed and participants were given the opportunity to ask questions about the material provided.



Figure 1. Visit to the BMT Trans Mekarsari Cooperative

Figure 1 the members who attended were the Management of the BMT Trans Mekarsari Cooperative and were very enthusiastic and had a high level of interest in this event being scheduled. These

benefits can be felt individually to increase reading skills and scientific insight on how to carry out the BMT Trans Mekarsari Mandiri Consumer Cooperative Branding Strategy Through Public Speaking Training and Creative Content Creation. This activity was carried out to determine the level of ability of the participants in understanding the material that had been given to several participants. It is hoped that housewives and young men and women will provide responses and questions related to this Implementation. In addition, the community service team also distributed questionnaires to see the extent of their knowledge about the follow-up to the training they will carry out.



Figure 2. Featured products and organizational structure of the BMT Trans Mekarsari cooperative

Figure 2 the implementation of community service carried out on Thursday, October 2025 at the BMT Trans Mekarsari Cooperative has supporting and inhibiting factors in the implementation of community service, namely: 1. Supporting Factors include a). Cooperative leaders and administrators who support the implementation of training activities., b). Residents around the cooperative also help the smooth and successful implementation of community service activities, c). The enthusiasm of residents as participants in community service and training. (d). There is mentoring carried out by the community service team to members and administrators at the BMT Trans Mekarsari Cooperative. There are 2 Inhibiting Factors a). Limited time for implementing the training, b). Limited distance and time in carrying out further coaching and mentoring until the members and administrators of the BMT Trans Mekarsari Cooperative can understand and implement what is obtained from the training so that the members and administrators of the BMT Trans Mekarsari Cooperative can be said to have moved up a class with the increased knowledge gained from this training.

Every activity is expected to be beneficial, and this is also the case with community service. These community service activities are expected to enhance community creativity by utilizing the knowledge gained from this training. The community service activities carried out also had a positive impact on the members and management of the BMT Trans Mekarsari Cooperative, namely the material provided can increase knowledge about "Branding Strategy for BMT Trans Mekarsari Mandiri Consumer Cooperative Through Public Speaking Training and Creative Content Creation". Interest and desire in entrepreneurship with the ease of Public Speaking and Creative Content Creation.

The impact of this activity is that the Members and Management of the BMT Trans Mekarsari Cooperative have the knowledge and insight to utilize the BMT Trans Mekarsari Mandiri Consumer Cooperative Branding Strategy Through Public Speaking Training and Creative Content Creation for Members and Management of the BMT Trans Mekarsari Cooperative because it increases their knowledge and income. The implementation of community service activities in the Members and Management of the BMT Trans Mekarsari Cooperative as a whole is considered good and successful as seen from the targets and realizations. Seen from the target number of training participants attending 100 percent, the target of the community service objectives to be achieved is 90 percent, the

achievement of the target material that has been given is 90 percent and the achievement of participants' abilities in mastering the material is 90 percent.

The final session was a closing ceremony for the community service activities by the Cooperative Chairperson and a joint prayer. It is hoped that the community service activities will provide ongoing benefits for the members and management of the BMT Trans Mekarsari Cooperative, especially for those who are able to utilize their free time for entrepreneurship. The closing ceremony concluded with a group photo.



Figure 3. Photo of community service participants of the Faculty of Economics, Universitas Sriwijaya

Figure 3 the mentoring activity was carried out in November 2025, the training team visited the members and administrators of the BMT Trans Mekarsari Cooperative to find out the extent of the changes made by the members and administrators of the BMT Trans Mekarsari Cooperative after the training by the community service team from the Faculty of Economics, Sriwijaya University. The community service team paid more attention to the shortcomings carried out in the BMT Trans Mekarsari Mandiri Consumer Cooperative Branding Strategy Through Public Speaking and Creative Content Creation Training. The lack of business capital they have, in effect, the members are unable to increase the amount of production to be able to get more profits. New business ideas for expansion purposes often have to be abandoned first because of this problem.

This is a very common problem. They often struggle with public speaking and creative content creation. One solution: they sell their products by simply waiting for visitors to come to their premises. This is due to the lack of experience among members and administrators of the BMT Trans Mekarsari Cooperative. Many members focus solely on producing and marketing goods, neglecting to consider product strengthening and business expansion. Consequently, they struggle to grow their business, ultimately stagnating. The Community Service Team solution to this problem is to increase knowledge of the latest business strategy developments through diligent reading and learning. It is also recommended to join various business communication forums that connect members and

administrators with other business practitioners. This way, you can share knowledge, experience, and insights.

Currently, the number of products from members and administrators of the BMT Trans cooperative that can penetrate the sub-district and city levels is still very minimal. One reason why MSME products struggle to compete at the district level is their low product competitiveness. Furthermore, when it comes to the prices offered and the quality of MSME products in the district or province, it can be said that they are not that far from national or international quality. The solution that the Community Service Team offers is to increase product competitiveness through the BMT Trans Mekarsari Mandiri Consumer Cooperative Branding Strategy through Public Speaking Training and Creative Content Creation. MSMEs should be more creative and innovative in producing their products. To make your products visible to many consumers, you must be able to offer your products more innovatively by implementing various business formulas or different production methods. In addition, MSMEs must be able to open themselves further and can participate in various trainings usually held by various agencies. On the other hand, MSMEs must also be able to be more active in analyzing various competitors' products that are suitable for similar products. Why? Because it is very important to be able to analyze prices, business trends and innovative ideas and keep an eye on changes related to Management.

In terms of product distribution, most cooperative members have consistently lacked channels for distributing their products. Most cooperative members focus solely on distributing goods to a few consumers in the Tanjung Lago District area, relying on customers and collectors they know only. This approach is still very rudimentary and its reach is limited. An easy way to address this is to actively participate in product exhibitions organized by various government and private institutions, as well as through social media, to expand their network and reach a wider market. Furthermore, they should strive to focus more on collaborating with various merchants or outlets that can help promote the products of Village Cooperative members ([Tamba, Hotber, & Syamsir, 2021](#)).



Figure 4. Mentoring carried out by the Community Service Team after training

Figure 4 mentoring and handover of assistance in the form of phase 2 tools were carried out on October 15, 2024, carried out by the Community Service Team to determine the extent of the impact of changes on the members and administrators of the BMT Trans cooperative after training and mentoring. The community service team paid more attention to the difficulties in Public Speaking Training and Creative Content Creation. In addition, members of the BMT Trans Mekarsari Cooperative often ignore the problem of Branding Strategy because many of the Cooperative members realize the importance of Branding Strategy for their products and businesses. So, most of them only focus on selling without thinking about the value of their products, the way to overcome

this is by providing input to Cooperative members on the importance of having business legality in order to increase consumer trust and increase income. The administrators and members of the BMT Trans Mekarsari Cooperative were taught how to conduct a SWOT (Strengths, Weaknesses Opportunities, Threats) analysis on processed products. The analysis carried out includes the strengths, weaknesses, opportunities and threats that can be posed to the product. Furthermore, finding something that most differentiates a product from similar competitor products, then trying to be more consistent in making significant differences in the form of the uniqueness of the original product as one of the Special Capabilities, so that the quality of the branding that is owned will later be seen differently in the eyes of consumers ([Kurniawan and Fatimah 2022](#); [Utami and Nugroho 2022](#); [Fahmi 2020](#)).

Some cooperative members may have already marketed their products through various digital media, such as social media, marketplaces, websites, email, forums, etc., but in practice, this is still far from optimal, resulting in less than optimal results ([Santoso and Napitupulu 2021](#); [Hermawan and Wahyudi 2021](#); [Tiago and Verissimo 2014](#)). The solution offered is to be more active in digital marketing. The main thing to do is to choose the right digital media channel, then focus more on marketing that channel, and optimize it. After cooperative members focus on one channel, they can then maximize other channels, thereby increasing product sales. However, initially, it is best to focus on marketing on just one channel. Then, optimize regularly so that marketing on that channel results in increased conversions ([Nambisan 2017](#); [Wahyuni, Purnamasari, and Darmawan 2023](#)). Cooperative members can also provide opportunities as dropshippers or resellers for the wider community. The more people who market your product, the greater the opportunity to increase sales.



Figure 5. Handover of Aid Goods to PARTNERS

Figure 5 one of the marketing strategies is maintaining customer loyalty, the more often cooperative members carry out this program, the stronger the loyalty of cooperative consumers will be, so that, later customers will repeat orders more often, even the possibility of customers will also voluntarily offer products to their friends. The way to overcome this problem is to think of the best idea on how to make consumers loyal to this product. Cooperative members can start by doing giveaways, cashback,

free shipping, promos, etc. Therefore, it is necessary for cooperative members to carry out the BMT Trans Mekarsari Mandiri Consumer Cooperative Branding Strategy Through Public Speaking Training and Creative Content Creation so that consumers can know the products they will buy ([Santoso & Darmawan, 2021](#)).

4. Conclusions

4.1 Conclusion

A community service activity entitled "Branding Strategy for the BMT Trans Mekarsari Mandiri Consumer Cooperative Through Public Speaking Training and Creative Content Creation" in Mulya Sari Village, Tanjung Lago District, Banyuasin, demonstrated that empowerment through communication skills training and digital content creation has a significant impact on increasing the economic and social capacity of cooperative members. This program not only provides technical training related to branding and digital marketing strategies but also raises awareness about the importance of building a positive image for cooperative products and increasing competitiveness in the local market.

The results of this activity showed significant improvements in three key aspects: public communication skills, creative content creation, and awareness of the importance of cooperative product branding. Training participants, particularly members of the cooperative management team, were able to implement public speaking techniques with greater confidence in introducing the cooperative to the public and potential partners. Furthermore, they were able to create engaging promotional content for social media, which is expected to expand the cooperative's market reach. These improved skills have a positive impact on member participation in cooperative promotional activities, ultimately increasing cooperative sales and profits.

This finding is in line with the research results which states that participatory-based training can improve village capacity in managing household businesses, particularly those related to the utilization of local resources. However, community service activities at the BMT Trans Mekarsari Cooperative add an integrative approach between economic empowerment and digital skills development, creating a new model of community service that is not only oriented towards the economy but also focuses on strengthening branding and more modern marketing capacity. This differs from previous research that focused solely on economic empowerment, without introducing the use of technology as a tool for market expansion.

This activity also underlines the importance of ongoing managerial assistance for MSME actors, which was emphasized by. In line with these findings, the community service team at the BMT Trans Mekarsari Cooperative continued this principle by forming an internal cooperative team responsible for independently managing production and marketing activities after the training was completed. This approach reinforces the concept of sustainability in community-based community service, where community service partners can continue the program without relying on external support.

In terms of innovation, this activity is different from that carried out by, which leverages digitalization to empower women's farming groups. This activity emphasizes the use of appropriate technology at the household level to increase production efficiency, rather than digitalizing marketing. Simple tools are introduced to help cooperative members increase production without relying on high-tech, which may be difficult for them to access, given the limited internet access and capital available to most cooperative members.

From the perspective of community empowerment theory, this activity emphasizes the importance of a bottom-up approach, where communities are not merely beneficiaries but also key agents of change. The active participation of cooperative members in every stage of the activity demonstrates a shift in women's roles from objects to subjects of development. In the context of village development, this kind of social transformation is a more meaningful indicator of success than mere short-term economic improvement.

This program also provides academic contributions in the form of a collaborative model between universities, village governments, and community groups that can be replicated in other regions. The program's strength lies in the integration of production training, business management, and branding education into a series of mutually reinforcing activities. As a result, this activity not only creates superior local products but also changes the community's mindset towards entrepreneurship and healthier consumption patterns. In terms of sustainability, the BMT Trans Mekarsari Cooperative now has a medium-term business plan with the support of a Village-Owned Enterprise (BUMDes) and is exploring product distribution collaborations through sub-district markets and village economic. With this foundation, it is hoped that the cooperative's activities can develop into a competitive micro-business unit and contribute to the local economy.

Overall, this community service activity successfully increased the capacity of individuals and groups within the BMT Trans Mekarsari Cooperative, while demonstrating the synergy between economic, social, and public health approaches. The results provide empirical evidence that women's empowerment based on local potential can be a strategic tool in realizing inclusive, independent, and sustainable village development.

4.2 Research Limitations

This community service program faced several limitations, such as limited time for follow-up mentoring, which limited long-term monitoring of implementation. Furthermore, limited capital owned by cooperative members hampered the optimization of branding and product development strategies, while limited access to digital technology and the internet hindered the full implementation of the digital marketing strategies taught.

4.3 Recommendations and Directions for Future Study

Future studies could focus on long-term monitoring of the training's impact, addressing capital constraints through alternative financing, and further exploring the use of digital technology to improve production efficiency and market reach. Research on the role of government and private sector support could also be conducted to strengthen the sustainability of cooperatives in local economic development.

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