

Digital Marketing and SEO Development to Increase Sales of Telang Tea Flowers

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Abstract: Butterfly pea flower (*Clitoria ternatea*) is gaining recognition for its numerous health and beauty benefits, making it a prominent product in the herbal market. Despite its growing popularity, marketing efforts have largely remained localized, underutilizing the potential of digital platforms. This article seeks to explore the application of digital marketing and Search Engine Optimization (SEO) to enhance the sales of butterfly pea flower products. The initiative involves hands-on training that covers fundamental concepts of digital marketing along with practical SEO techniques aimed at increasing the online visibility of butterfly pea tea products. This study aims to improve digital marketing and search engine optimization (SEO) in the sale of butterfly pea tea flowers produced by villagers in Kangkung Village, Mranggen District, Central Java. With the growing trend of internet usage, especially social media and websites, small and medium enterprises (SMEs) in the agricultural sector can utilize technology to expand their markets and increase sales.

Keywords : *Clitoria ternatea*, Digital Marketing, SEO.

Introduction

The rapid development of information and communication technology in recent years has significantly transformed various sectors of life, particularly in the economic and marketing arenas. Digitalization presents valuable opportunities for business actors, including villagers, to market their products on a broader scale without the constraints of distance and time (Mulyana & Hendar, 2020). In Indonesia, the agricultural sector holds immense potential for growth, especially through the utilization of digital technology. One agricultural commodity with promising market opportunities is the butterfly pea flower (*Clitoria ternatea*) (Inovasi et al., 2023; Pratiwi & Adi, 2022). Renowned for its numerous health benefits such as boosting endurance, enhancing sleep quality, and providing a high level of antioxidants this flower has much to offer (Khairina et al., 2021). However, butterfly pea flower villagers in Kangkung Village, located in Mranggen District, Central Java, encounter significant challenges in effectively marketing their products.

Currently, butterfly pea flower villagers in Kangkung Village depend on traditional marketing methods, such as selling directly in local markets or relying on personal relationships with consumers. This reliance limits their market reach and constrains their sales potential. Furthermore, the adoption of digital marketing in Indonesia, particularly for local agricultural products, remains relatively low (Era,

2024). Villagers are yet to fully embrace digital platforms such as social media, websites, and online stores that could facilitate access to wider, both national and international, markets.

To address these challenges, it is crucial to provide villagers with the knowledge and skills necessary for digital marketing and search engine optimization (SEO). These tools can help them effectively promote their butterfly pea flower products. Therefore, this community service program aims to conduct training on digital marketing and SEO specifically for the butterfly pea tea flower villagers in Kangkung Village. By enhancing their understanding of digital marketing, villagers can effectively harness social media and websites as promotional channels. Simultaneously, SEO practices will increase the visibility of their products on search engines like Google, allowing them to reach more consumers (Usmany et al., 2024; Yuniarti et al., 2024). Ultimately, this initiative seeks to boost the sales turnover of butterfly pea flower villagers and improve their overall welfare by expanding their market access, enabling them to fully capitalize on the potential of their products. With intensive training and mentoring, we aspire for villagers not only to acquire new knowledge but also to implement practical and effective digital marketing strategies. Looking ahead, we hope that Kangkung Village can serve as a model for successful digital marketing in the agricultural sector, paving the way for similar initiatives in surrounding villages.

Method

The community service method applied in the digital marketing and SEO improvement program for the sale of butterfly pea tea flowers in Kangkung Village, Mranggen District, Central Java, is carried out with a participatory approach and focuses on community empowerment. This program is designed to improve the knowledge, skills, and abilities of butterfly pea tea villagers in utilizing digital technology to market their products more effectively. The steps taken in this service include problem identification, training, direct assistance, and post-training evaluation and monitoring. Each step is designed to ensure that villagers not only understand the basic concepts of digital marketing and SEO, but can also implement them practically to develop their businesses.

Problem and Need Identification

In the initial stage, the community service team conducted a survey and direct observation to identify the problems faced by butterfly pea tea villagers in marketing their products. This survey was conducted through interviews with several villagers, as well as observations of the methods they use to market butterfly pea tea flowers. The survey results showed that most villagers still rely on direct marketing through traditional markets or personal relationship-based marketing, which has limited reach. In addition, they also expressed limited knowledge in using social media, websites, or other digital platforms to introduce their products to a wider market. Therefore, the first step taken was to understand more deeply these challenges and design training

that was in accordance with the real needs of villagers in Kangkung Village.



Image 1. Discussion with the Village Head



Image 2. Brainstorming with Kangkung Village

Digital Marketing and SEO Training

After identifying the needs, the next stage is to organize comprehensive training on digital marketing and search engine optimization (SEO). This training involves competent speakers in the fields of digital marketing, SEO, and technology-based business development. In this training, participants are given an understanding of various digital platforms that can be used to market butterfly pea tea products, including social media (such as Instagram, Facebook, and WhatsApp) as well as websites or online stores.

The training begins with an introduction to the basics of digital marketing, such as how to build effective branding on social media, basic product photography techniques, and creating interesting content. Villagers are also given material on using social media to build relationships with consumers, as well as how to utilize features on the platform, such as posting, paid advertising, and stories. In addition, participants are trained to create interesting and relevant content, which is in accordance with the characteristics of butterfly pea tea products, so that it can attract the attention of potential consumers.



Image 3. Butterfly Pea Flower Planting



Image 4. Digital Marketing and SEO Socialization

Furthermore, in SEO training, participants are given an understanding of the importance of search engine optimization to increase the visibility of their products on platforms such as Google. They are taught to choose the right keywords for the butterfly pea flower product and how to place those keywords in their content, such as titles, product descriptions, and tags. The SEO techniques taught include on-page SEO (content structuring and keyword usage) and off-page SEO (backlinks and other strategies). Villagers are also introduced to tools and applications that can help them monitor and analyze the performance of their website or online store, as well as how to optimize the site to be more easily found by consumers searching for related products on the internet.

Direct Mentoring and Implementation

After the training is completed, the community service team provides direct mentoring to participants to help them implement the knowledge they have gained. This mentoring is carried out in stages and in a structured manner. In the initial stage, villagers are guided to create social media accounts for their butterfly pea tea products, which include creating Facebook, Instagram, and WhatsApp Business pages. The

community service team provides direction in filling out an attractive profile, uploading high-quality product photos, and making posts that are in accordance with the basic principles of digital marketing.



Image 4. Direct Monitoring of Digital Marketing

In addition, villagers are guided to create and manage a website or online store using an easily accessible platform, such as Shopee or WordPress. The community service team provides training on product management in an online store, starting from determining prices, writing attractive and SEO-friendly product descriptions, to how to receive and manage orders. Villagers are also given guidance on how to promote their products through paid advertising on social media and Google Ads, to reach more potential consumers. At this stage, villagers begin to practice directly applying the knowledge they have gained, while the community service team continues to provide mentoring and corrections if necessary.

Evaluation and Monitoring

The last stage in the community service method is evaluation and monitoring. The community service team regularly monitors the progress achieved by villagers in implementing digital marketing and SEO. Evaluation is carried out by collecting data on the increase in the number of visitors to websites or online stores, interactions that occur on social media, and the increase in sales of butterfly pea tea flowers that have been detected since the training began. In addition, evaluations are carried out through interviews and discussions with villagers to identify the challenges they face during the implementation process, as well as provide solutions to these problems.



Image 4. Evaluation In the Development of Butterfly Pea Flowers

This evaluation process also involves analyzing the results achieved in terms of sales and product visibility on digital platforms. By using analytical tools such as Google Analytics and social media analytics, the community service team can measure the effectiveness of each effort made, including the level of engagement and reach achieved by villagers. Based on the results of this evaluation, steps for improvement and strengthening are taken to ensure the sustainability of the program and more optimal improvements. In addition, further assistance is provided to provide more personalized feedback to each villagers on how to improve their digital marketing and SEO strategies. This assistance aims to enable villagers to continue to develop and utilize digital technology more optimally in the future.

Result

After the implementation of the community service program that focused on improving digital marketing and SEO optimization for the sale of butterfly pea tea flowers in Kangkung Village, there were significant results in terms of increasing knowledge, skills, and sales performance of villagers. Before the program began, the majority of villagers in this village had not utilized digital technology optimally, both in terms of marketing and in the use of social media and websites to reach a wider market. However, after participating in training organized by the community service team, villagers began to have a better understanding of how digital marketing can help promote their products. Most of the training participants now manage social media accounts such as Instagram and Facebook to market their butterfly pea tea flowers, and some of them have built websites and online stores as a means of more efficient transactions.

The most significant result is the increase in sales recorded after the implementation of digital marketing and SEO strategies. Before the program, sales of butterfly pea tea flowers were still limited to local markets around Kangkung Village, but after villagers utilized social media and SEO optimization, they managed to reach consumers from outside the area. The implementation of paid advertising on social

media platforms such as Facebook and Instagram, which allowed them to reach a wider and more segmented audience (Khanom, 2023).

In addition, the level of interaction with consumers has also increased significantly. Most villagers are now more active in interacting with potential consumers through the chat feature on WhatsApp Business, which makes it easier for them to answer questions and receive orders directly. Increased activity on social media and websites has also had an impact on increasing the visibility of butterfly pea flower products on search engines such as Google. With the implementation of the SEO techniques taught, several villagers reported that their products were easier to find by consumers searching for butterfly pea tea or similar products online (Sudarti & Dewi, 2023). However, despite significant progress, several challenges remain for villagers, especially in terms of consistent content management and the use of digital technology as a whole. Some older villagers have difficulty operating technology, and some still feel anxious about the need to always update content on social media. However, the continued mentoring program provided by the community service team helps villagers to continue to improve and optimize their use of digital technology. Overall, the program has succeeded in providing a positive impact in increasing sales and opening up wider market opportunities, as well as introducing villagers to the potential of more modern and efficient digital marketing.

Discussion

The recorded results show that digital marketing and SEO training have a positive impact on butterfly pea flower villagers in Kangkung Village. A significant increase in sales, such as an increase of 40-60% in a short time, indicates that the use of social media and SEO is very effective in expanding market reach and increasing product visibility. This is in line with research stating that digital marketing can open up great opportunities for small business actors to compete in a wider market (Helmi et al., 2025). However, challenges remain, especially related to limited technological knowledge among older villagers. Although they have adopted social media, some villagers still have difficulty managing their accounts consistently, indicating the need for further assistance. The success of this program shows the importance of collaboration between educational institutions and the community in empowering villagers, but sustainability and continued support are needed so that the adoption of this technology can continue to grow (Javaid et al., 2022).

Conclusion

The implementation of a community service program focused on improving digital marketing and SEO optimization for the sale of butterfly pea tea flowers in Kangkung Village, Mranggen District, Central Java, has succeeded in achieving its stated objectives. Through intensive training and mentoring, butterfly pea tea villagers have

succeeded in improving their knowledge and skills in utilizing social media and digital technology as effective marketing tools. The increase in sales of butterfly pea tea products recorded after the training shows that the use of digital marketing and SEO can expand market reach, not only locally but also nationally. Most villagers now manage social media accounts such as Instagram and Facebook, and some have succeeded in creating websites to introduce and market their products. The application of appropriate SEO techniques to product content also helps increase the visibility and competitiveness of butterfly pea tea flowers in the digital market.

A significant increase in sales, indicates that with the right use of digital marketing, villagers can reach a wider and more segmented market. However, despite significant progress, challenges in terms of consistent content management and limited technological knowledge among older villagers still need to be overcome. Therefore, ongoing assistance is very important to ensure that villagers can optimize the use of digital technology independently and sustainably. In the future, the success of this program can be a model for the development of digital marketing in other villages with similar agricultural products, which can have a positive impact on improving the economy of rural communities. This community service program also emphasizes the importance of collaboration between educational institutions and the community in supporting villagers empowerment through the use of appropriate technology.

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