

Product Photo Supervision and Integration in Digital Based Catalog Content for Bandeng Radit UMKM

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ABSTRACT

This activity was carried out as an effort to improve the ability of Bandeng Radit MSMEs to produce high-quality product photos and integrate them into digital catalog content, which is used as a promotional strategy on social media and digital catalog-based product information content. The main problems faced by partners are limited skills in lighting techniques, visual composition, and the use of digital platforms to market processed products such as presto milkfish, milkfish otak-otak, and grilled milkfish. Training participants were introduced to product photography techniques using smartphones through the Strobist Technique approach, namely the use of artificial light sources such as external flashes and portable softboxes to produce professional lighting in product photos. This activity was carried out using a participatory workshop method that included counseling on basic product photography theory, demonstrations of lighting techniques, shooting practice, editing techniques using applications, and integration of photo results into digital catalogs through the Figma application. Lightroom Mobile the training results showed significant improvements in technical skills, understanding of visual aesthetics, and basic understanding of digital promotion. Product photos produced by partners became more visually consistent, had balanced lighting, and were able to strengthen the brand image of Bandeng Radit MSMEs. This activity also contributes to empowering the local economy based on digitalization and serves as an applied training model for developing the capacity of MSMEs in the creative culinary sector.

Keywords: *product photography, Strobist, adobe lightroom, figma, digital catalog*

1. INTRODUCTION

Digital technology has fundamentally changed the way businesses market their products. According to data from We Are Social & Hootsuite (2025), Indonesia has 192 million active social media users, or approximately 69% of the total population, with over 90% of users accessing the platform via smartphone (***Digital 2025: The Essential Guide to the Global State of Digital, 2025***). This condition confirms that smartphones not only function as communication tools, but have also become the main device in producing visual content,

including in product photography activities and digital promotions for small and medium business actors (**Suminto et al., 2024**).

In the context of digital marketing, attractive and professional product photos significantly influence consumer purchasing decisions. A product perceived as visually aesthetic and high-quality can increase purchase intention by up to 60%, particularly on visual-based platforms like Instagram, TikTok, and marketplaces (**Zakaria et al., 2025**). Aspects of lighting, composition, and digital photo processing are key points in creating a professional image that can strengthen consumer trust.

However, most SMEs in Indonesia still struggle to produce product images that meet modern visual merchandising standards. According to the Ministry of Cooperatives and Small and Medium Enterprises, approximately 56% of SMEs will not be able to optimally utilize digital media by 2024 (**Hamidah & Artya, 2024**). Some of the main obstacles include lack of access to photography equipment, limited technical knowledge, and low skills in editing digital photos and packaging visual content for online marketing.

One approach that has proven effective in addressing this issue is product photography using a smartphone using the "Strobist" technique. Popularized by David Hobby in 2006, this technique emphasizes the use of a portable artificial light source (external flash, LED, or softbox) to control the direction, intensity, and character of the light (**Kelby, 2013**). Through the Strobist approach, MSMEs can produce photos with professional lighting quality without the need for a special studio, only with simple equipment such as a small flash, diffuser, or portable LED light.

This activity also integrates digital photo processing using the Adobe Lightroom Mobile app to support optimal visual results. With this app, users can accurately adjust color, tone, contrast, and lighting using their smartphones, achieving more consistent and sharp results ready for social media publication. Using Lightroom Mobile makes it easy for MSMEs to edit photos independently without the need for a computer, making it an effective solution for small businesses with limited resources.

The processed product photography is then integrated into an interactive digital catalog using Figma, a collaborative web based application that enables responsive visual design. With Figma, training participants can design digital product catalog templates with a combination of photos, descriptive text, and interactive links that are easily shared on social media or marketplaces. This approach encourages the digital transformation of MSMEs from simply taking photos to an integrated creative process of visual production, processing, and publication.

The application of this method has proven effective in previous community empowerment activities, showing that smartphone-based photography assistance is able to improve the quality of promotional content for MSMEs in Mekar Jaya Village, Bogor Regency, West Java. (**KN et al., 2025**). Similarly, another study noted that photo-based digitalization of products was able to increase the visual appeal of catalogs and expand the marketing reach of products at the rattan craft center in Trangsan village, Sukoharjo Regency (**Kurniawan et al., 2024**). Most of the previous activities still focused on the basic aspects of photography without systematic integration in digital photo processing and interactive catalog design.

In another study, it was found that applying artificial lighting with mini softboxes and DIY reflectors can improve aesthetic perception and visual details by as much as 40% compared to regular natural lighting, demonstrating the importance of light control and post-production processing for competitive product photography in the online market (**Pitoyo, 2002**). Therefore, this community service activity is emphasized so that the development of skills of MSME actors can be carried out in an effort to improve the ability to photograph, edit, and integrate product photos into digital catalogs. Mentoring is carried out in several main aspects: 1) Introducing the basics of product photography and aesthetics; 2) Simple use of Strobist techniques with LED and portable softboxes; 3) Photo processing using the Adobe Lightroom

Mobile application to obtain uniform color and lighting; 4) Design and integration of digital catalogs with Figma, so that products can be presented attractively and professionally published on social media as a marketing suggestion. Figure 1 shows FGD activity with community service partner.



Figure 1. FGD with SME's Bandeng Radit about mentoring needs

With this approach, Radit Milkfish MSMEs will be able to produce more professional, engaging, and relevant visual content, aligning with the latest digital marketing trends. This activity not only fosters independence in visual content production and management but also strengthens local branding based on digital technology and contributes to the development of the national creative economy.

More specifically, this activity has four main objectives: 1) Improving MSME competency in smartphone-based product photography techniques by applying the Strobist lighting method, which is simple, efficient, and yet produces professional quality; 2) Developing participants' skills in digital photo processing using the Adobe Lightroom Mobile application to achieve consistent, sharp, and aesthetically pleasing product images; 3) Teaching participants how to integrate photos into an interactive digital catalog based on Figma, thus serving as an attractive and easily accessible promotional tool for consumers; 4) Encouraging the digital transformation of MSMEs through the use of visual communication technology as part of their branding strategy and increasing the competitiveness of processed milkfish products on social media and in marketplaces.

As a continuation of this community service activity, several key outcomes have been generated, each with practical and academic value. First, smartphone-based photography and digital editing products are ready for online promotions and can serve as reference models for other business owners. Second, a Figma-based digital catalog of Radit Milkfish MSME products that can be replicated by other MSMEs as a guide for consumers in introducing Radit Milkfish MSME products with more structured, high-quality visual content.

Overall, this activity is expected to have a sustainable impact by strengthening the digital capacity of Radit Milkfish MSMEs, expanding the marketing reach of local products, and supporting the development of a technology-based creative economy at the community level.

2. METHODS

This community service activity was carried out in Kalanganyar Village, Sedati District, Sidoarjo Regency, East Java, with the main partner being the Bandeng Radit MSME, which is engaged in the production and sale of processed presto milkfish ready to eat. During the community service, the implementation mechanism used a socialization approach that involved active mentoring during the presentation of material by the resource person, followed by discussion sessions and direct practice with MSME actors (**Suhardi & Nurazizah, 2024**). This area is

one of the culinary centers of Sidoarjo's coastal specialties which has high economic potential, but still faces obstacles in terms of digital marketing and product visualization.

The Radit Milkfish MSME was selected as a partner due to its urgent need to improve the quality of product photos and create a digital catalog to increase competitiveness on social media platforms. The two-day event, held on October 28-29, 2025, involved a team of lecturers and students from the Bachelor of Visual Communication Design Study Program at Hayam Wuruk Perbanas University. Table 1 describe community service activity method.

Table 1. Community Service Activity Method

No.	Activities	Description
1.	Preparation and Needs Analysis Stage	The initial stage of the community service activity began with a field observation process and in-depth interviews with Bandeng Radit MSME actors to identify actual conditions related to the level of digital literacy, the availability of devices owned, and the promotional visual styles that had been used previously.
2.	Training and Knowledge Transfer Stage	The training phase was implemented through a participatory approach with a workshop method that combined theory and hands-on practice. The first session focused on an introduction to the basics of product photography and visual aesthetics, covering aspects of lighting, composition, and color selection to enhance product appeal. Next, participants were introduced to simple Strobist lighting techniques, which utilize LED lights, external flashes, and homemade portable softboxes to control light direction and intensity. In the next session, participants learned digital photo editing using Adobe Lightroom Mobile, with practical exercises in lighting correction, contrast and color tone adjustments, and the application of presets to enhance product visual consistency. The training phase concluded with the creation of a Figma-based digital catalog, where participants were taught how to design layouts, place product photos, and add interactive elements such as social media links, Google business profiles, and store locations on a digital map.
3.	Digital Catalog Production & Implementation Stage	After theoretical and practical training, participants were facilitated to conduct an independent photo shoot of Bandeng Radit products using flat lay and high angle shooting styles to produce interesting visual perspectives. The resulting photos were then processed using the Lightroom Mobile application to perfect aspects of color, lighting, and visual consistency. The final photos were then uploaded and arranged in the Figma application, forming an interactive digital catalog that can be accessed online through a webpage. This catalog functions not only as a promotional medium, but also as a digital identity for MSME products that are ready to compete on online marketing platforms.
4.	Evaluation & Mentoring Stage	The activity evaluation was conducted to assess the effectiveness of the training and the improvement of participants' skills after participating in the entire series of activities. The aspects evaluated included three main indicators: technical product photography skills using the Strobist setup, digital editing skills using the Lightroom Mobile application, and the ability to integrate photo results into a Figma-based digital catalog. The monitoring process was carried out continuously through online mentoring and feedback on participants' work, so that competency improvements could be measured and independently implemented by MSMEs in future digital promotional activities.

3. RESULTS AND DISCUSSION

3.1 Preparation and Needs Analysis Stage

The first stage of the mentoring activity involved analyzing the program needs of MSME partners for community service activities. The needs analysis revealed that most businesses still rely on simple photography techniques without digital processing, resulting in product visual quality that is not yet capable of presenting a professional image on social media. Based on these findings, the implementation team then designed training materials focused on smartphone-based product photography using the Strobist technique, along with training on using Adobe Lightroom Mobile for photo processing, and training on using the Figma application to create interactive digital catalogs.

The needs analysis revealed that the literacy of Bandeng Radit MSME managers regarding several applied technologies and the use of supporting devices is still inadequate as shown in table 2. Interviews conducted by interviewees with Bandeng Radit MSME partners, including Ms. Lilik Miswati and Karyawanberikan, revealed that the combination of smartphone digital technology and interactive design using third-party applications is new for the partners.

Table 2. Results of Analysis of MSME Partner Needs

Applied Technology	Participant Needs Size Scale		
	Don't know	Know enough	Very Knowledgeable
Smartphone Photography Setup: Using Strobist technique with LED & Portable Softbox support	✓		
Adobe Lightroom Mobile: Photo editing app for lighting, tone, and color correction	✓		
Figma: a collaborative design platform for creating digital catalogs across devices	✓		
Google Drive and Canva as supporting media for storing visual assets & design templates		✓	

Using this integrative approach demonstrates how simple technology can be optimized to support digital product promotion.

For indicator 1: Smartphone Photography Setup: Using the Strobist technique with LED and Portable Softbox support, partners stated that smartphone photography is a common practice, but they are still unfamiliar with the specific settings on smartphones and the role of supporting photography devices in their technical application.

For indicator 2: Adobe Lightroom Mobile: A photo editing application for lighting, tone, and color correction, partners believe that third-party applications for image manipulation to create more visually appealing product images are still largely unknown. Partners also believe that third-party applications require complex installation procedures.

For indicator 3: Figma: A collaborative design platform for creating digital catalogs across devices, partners reported that catalogs are typically files with the extension ".jpg" stored on smartphone storage and then shared privately via the messaging feature on social media platforms like WhatsApp. Furthermore, the images were also shared publicly on Instagram via the "post" feature on the Bandeng Radit MSME partner's social media page.

Indicator 4: Google Drive & Canva as supporting media for storing visual assets and design templates, the partner stated that they were familiar with these applications. The partner stated that Google Drive is a website that can be used to store images, photos, videos, etc. using a registered email account. Meanwhile, the Canva application is a third-party application used to create content designs by modifying images with the help of provided supporting visual elements.

At this stage, the partner was also given recommendations by the resource person regarding the learning stages during the mentoring for the next phase, such as: 1) Technical product photography (strobist setup); 2) Technical digital editing using the Lightroom Mobile application; 3) Integrating product photos into digital catalog content using Figma..

3.2 Training and Knowledge Transfer Stage

The training phase was designed using a hands-on, participatory approach that positions participants as active participants in the learning process. This approach allows for contextual transfer of knowledge and skills through a combination of theoretical presentations, instructor demonstrations, independent participant practice, and discussion sessions on the results of the practice. The training was conducted over two days (6 hours of face-to-face sessions), followed by direct mentoring after the presentation session with MSME partners to ensure the continuity of practice and independent implementation by participants.

The training activities were divided into four main, interconnected sessions: (1) fundamentals of product photography and visual aesthetics, (2) application of simple Strobist lighting techniques, (3) digital photo processing using Adobe Lightroom Mobile, and (4) digital catalog creation using Figma. Each session was systematically designed to create an integrated learning flow from image capture to digital publication.

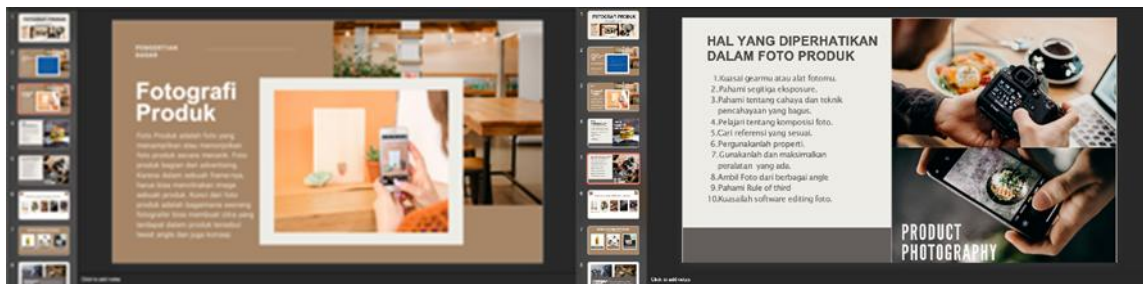


Figure 2. Product Photography Session 1 Material

The first session focused on improving participants' understanding of the basic concepts of product photography and the principles of visual aesthetics in the context of digital promotion. The material presented covered the main objectives of product photography, the urgency of product photography for marketing purposes, and key considerations in product photography (figure 2). Several hands-on materials, delivered through simulations by the speakers, covered the principles of exposure, aperture, ISO, and white balance as the basis for smartphone camera settings. Participants were also introduced to the concepts of the rule of thirds, negative space, and color balance, as essential elements in visual composition.



Figure 1. Session 2 Material Strobist Lighting Techniques

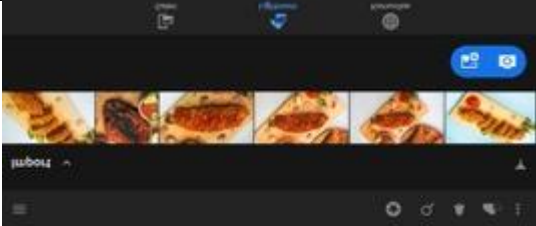



As a practical activity, participants observed comparisons of professional and non-professional product photos to identify differences in lighting and composition. They then practiced creating simple compositions using limited equipment such as a smartphone, a photo mat, and a plain fabric backdrop.

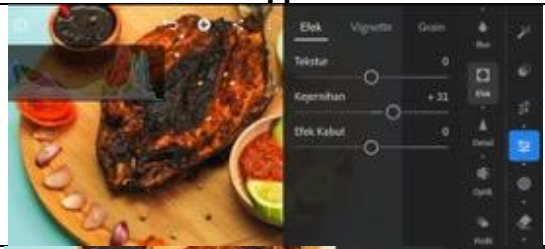



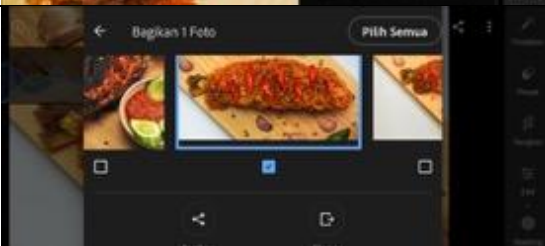
The second session focused on mastering artificial lighting techniques as a strategy to enhance the visual quality of products (figure 3). Participants were introduced to the basic principles of the Strobist technique, developed by David Hobby **(2006)**, which involves adjusting the direction, intensity, and character of light using portable equipment. The equipment used included a mini LED light, an external flash with off-camera mode, and a simple softbox made of thin fabric **(Diaz, 2011)**.

Participants conducted lighting simulations using one light and two light setup configurations to understand the effects of shadows and object dimensions. The practical activity was carried out in a simple mini-studio, where participants photographed Radit Milkfish products from various lighting directions (frontal, side, and diagonal). The session concluded with a discussion of the product photography results, namely the activity of assessing and comparing photos with natural lighting versus Strobist lighting based on aspects of light balance, shadows, and visual acuity.

The third session focused on mentoring participants to improve their skills in professional digital photo processing using mobile devices. Participants were introduced to the interface and key features of the Adobe Lightroom Mobile application, including exposure, contrast, highlight, shadow, saturation, and sharpness settings (table 3). The training also emphasized color grading techniques for food products to produce natural and appetizing colors (figure 4).

Table 3. Adobe Lightroom Mobile App Workflow Table

Adobe Lightroom Mobile App Editing Steps	Workflow in Application View
Procedure for importing selected images to be included in the Adobe Lightroom Mobile application projectline.	
Selection of presets/filters that can be applied to photos, these presets/filters are a technique for storing color manipulation settings that have been applied to one photo so that they can be used on other photos/images with the same set of settings.	
Manual settings on the toolbar menu, namely Curve Tools, are used to modify lighting, contrast, highlights, shadows, color tones, black tones, etc. on the application slider that appears on the right side, with numeric sizes at negative and positive points.	
Using masking tools in photos can create a dramatic effect, creating a more contrasting foreground image by reducing the lighting intensity in the background. This is also a way to emphasize or point of interest an object within a photo.	

Adobe Lightroom Mobile App Editing Steps	Workflow in Application View
Effect settings on image objects, with patterns of adding texture, clarity to the main object, fog, etc. Through the same slider tools, users can select or use more than one existing effect.	
Color tone/grading settings in photos, this aims to make the photo so that it can be determined in what kind of color consequences, so that it will create the atmosphere you want to create in the photo such as: warm, cold, neutral, soft tone, etc.	
Image sharpener or detail settings on photos, with negative to positive numerization, users can modify the quality of the displayed photo with the aim of results that tend to be sharp, noise, etc. to suit the needs of using the photo.	
Moving on to the final stage of photo editing, here users are given the option to save photo files with a specific extension, create presets on photos, and copy settings to apply to other photos.	
At the final stage of editing, users are given the option to save files locally on the device or share files directly on other platforms on the smartphone.	

Participants engaged in hands-on practice by importing photos from the previous session into Lightroom Mobile and then editing them using the food tone presets developed during the mentoring session. The activity continued with an evaluation of the results through a before-and-after comparison to assess the lighting and color improvements reproduced by the application.




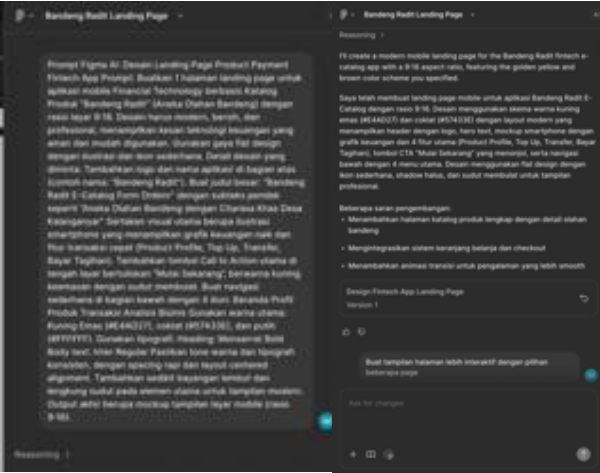
Figure 4. Session 3 Material Visual Layout, Typography, and Use of Visual Elements in Figma

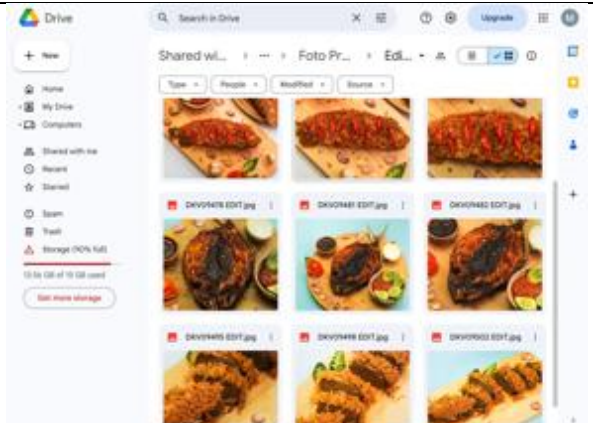


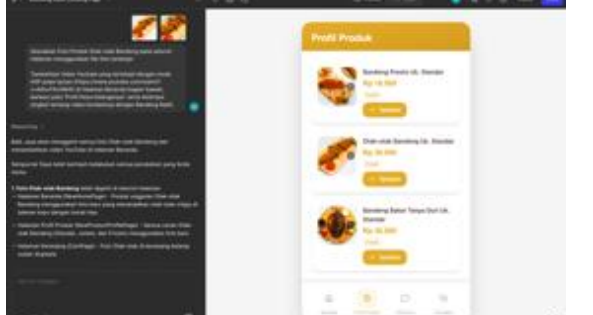
The fourth session focused on integrating photography and digital processing into an interactive promotional medium in the form of a digital catalog. Participants were introduced to Figma, a cloud-based collaborative design tool that supports visual layout design, typography settings, and the addition of interactive elements. The material covered layout design principles, visual element placement, and the integration of promotional links such as QR codes to the Product Profile webpage, business locations, and WhatsApp pages of Bandeng Radit's MSME partners.

3.3 Digital Catalog Production & Implementation Stage

In the production and implementation stage, the final photos are then uploaded and arranged in the Figma application, forming a digital catalog that can be accessed online through a webpage. This catalog functions not only as a promotional medium but also as a digital identity for the Bandeng Radit MSME product, facilitating marketing activities. The design process was carried out using the Figma design application with AI Tools features to simplify the process of designing the Bandeng Radit MSME product profile webpage (table 4).

Table 4. Image Integration Workflow in Figma Design

Figma Application Editing Stages	Workflow in Figma Application View
<p>Sign in using the Figma app on the page, using your Gmail account to register. To simplify the design process, you can use the "AI Tools" feature in "Figma Design."</p>	
<p>Preparing 'Prompts' or AI work instructions to help produce the required product profile webpages. For Example: "Product Landing Page Design ____ Prompt: Create a 1-page landing page for a ____-based ____ mobile app with a 9:16 screen ratio. The design should be modern, clean, and professional, conveying the impression of secure and easy-to-use financial technology. Use a flat design style with simple illustrations and icons. Design Details Requested: Add a logo and app name at the top (e.g. name: ____). Create a large title: ____ with a short subtext such as ____ Include a key visual illustration of a smartphone displaying a ____ graph (Feature: ____). Add a primary Call to Action button in the center of the screen that says ____, in golden yellow with rounded corners. Create simple navigation at the bottom with 4 icons: ____ Use primary colors: Golden Yellow (#____), brown (#____), and white (#____). Use typography: Heading: ____ Body text: ____ Ensure consistent color tones and typography, with neat spacing and a centered layout. Add subtle shadows and rounded corners to key elements for a modern</p>	

Figma Application Editing Stages	Workflow in Figma Application View
<p>look. The final output will be a mockup of a mobile screen display (9:16 ratio) 9:16).</p> <p>Prepare & download images on Google Drive to be integrated on the UMKM Bandeng Radit product profile webpage.</p>	
<p>Make adjustments to the 'Prompt' on the AI work instructions to suit the objectives of designing the Radit Milkfish MSME product profile, such as the use of layouts, typography settings, and the addition of necessary visual elements.</p>	
<p>Make adjustments to the 'Prompt' on the AI work instructions for changing images on the feature page on the Bandeng Radit UMKM product profile.</p>	
<p>After the image upload process using the AI prompt assistance on Figma Design, if necessary, you can publish the project to obtain the results of the Bandeng Radit UMKM product profile webpage that can be accessed.</p>	

Design results were uploaded via Figma Share Link for evaluation using a provided rubric covering aspects of composition, color consistency, and readability of promotional elements. Through practical activities, participants created a Figma account to sign in to the application, then imported photos from Lightroom to be compiled into an interactive digital catalog. The catalog structure included a cover page with the MSME logo, a main product page containing photos and descriptions, and a contact page with interactive links.

3.4 Evaluation & Mentoring Stage

After the face-to-face training, the activity continued with a one-day offline mentoring to ensure the continuous application of the skills that have been acquired. To ensure the mentoring process runs properly, a discussion session was also conducted via WhatsApp, between the resource person and participants from the Bandeng Radit MSME partner. Mentoring was carried out to discuss technical obstacles in editing on things that were felt to be less understood by the participants and assistance with digital catalog design. Participants were given advanced practical tasks independently in the form of updating the catalog on the 'product profile' feature page specifically managing the number and availability of images according to product promotion needs. The resource person, assisted by a facilitator, then provided individual feedback on the work based on color consistency, layout, and clarity of product information.

Table 5. Evaluation Results of Bandeng Radit MSME Mentoring Activities

No.	Evaluation Indicators	Evaluation Result Score		
		Enough	Good	Very good
1.	Product photography technical skills (Strobist setup)		√	
2.	Digital editing capabilities (Adobe Lightroom Mobile)		√	
3.	Catalog content integration capabilities (Figma)	√		
4.	The ability to use cloud storage such as Google Drive to store visual assets such as photos, etc.			√

The comparative evaluation results from the previous needs analysis of Radit Milkfish MSME partners, namely Manager Mrs. Lilik Miswati and employees, explained that there was an increase in the capacity of understanding the applications needed to improve the quality of digital marketing (table 5). In the technical capabilities of product photography, the results were 'good', which included aspects of lighting balance, clarity of product details, and flat lay composition using strobist techniques in taking product photos. In digital editing capabilities (Adobe Lightroom Mobile) the results were 'Good', where in the previous needs analysis the partners were still unfamiliar with the application at all. However, after gaining an understanding of editing capabilities such as the use of exposure, contrast, color balance, etc. using the Adobe Lightroom mobile application, the partners will strive to continue to improve the visual professionalism of product photos using only smartphones. In the catalog content integration capability (figma), the results were 'Sufficient', due to the reason that the duration of learning and mentoring was not optimal enough because it was quite short, requiring additional time for adjustment by partners to use the figma application further. However, during the training and mentoring, the Bandeng Radit MSME product catalog webpage was finalized by the community service team and resource persons for ease of use by partners. The ability to use cloud storage like Google Drive to store visual assets such as photos, etc. showed 'Very Good' results because partners were already familiar with the application's user interface, which was already used for storing files outside of product photos/images. Through this evaluation, it can be continuously improved through online mentoring conducted between partners and resource persons.

4. CONCLUSIONS

The results of the needs analysis during the pre-implementation phase indicated that Radit Milkfish MSME partners still faced significant limitations in digital literacy and technical skills related to the production and processing of product photos. Previous promotional activities were largely conducted conventionally, using simple documentation techniques without considering the basic principles of lighting, visual composition, or digital editing. Furthermore,

photo processing applications such as Adobe Lightroom Mobile and digital design platforms like Figma had never been utilized in product promotional activities. This situation formed the basis for designing a targeted, applicable, and contextual training program, focusing on improving smartphone-based product photography skills, applying Strobist lighting techniques, and integrating visual results into digital catalogs as a modern promotional tool relevant to developments in marketing technology.

The training and mentoring demonstrated a significant increase in participant competency in three key areas: technical product photography skills, digital photo processing, and integrating visual content into Figma-based digital catalogs. Participants were able to produce photos with more balanced lighting, natural colors, and compositions that reflect professional standards. The use of the Lightroom Mobile application proved effective in maintaining consistent product tone and visual quality, while Figma facilitated the design of an attractive, interactive digital catalog that can be accessed online through the Bandeng Radit MSME product profile webpage.

The qualitative evaluation results showed an increase in competency scores, with average scores of "Good" and "Very Good," reflecting the program's success in strengthening the digital literacy and visual branding skills of MSMEs. Therefore, this community service activity not only contributed to improving the promotional quality and professional image of Bandeng Radit MSMEs but also provided a practical and replicable digital empowerment model for small and medium-sized businesses in the culinary sector, particularly in the coastal areas of Sidoarjo, particularly in Kalanganyar Village, Sedati District.

Based on the implementation and evaluation of the community service activities, periodic follow-up mentoring is required to strengthen participants' skills in consistently applying photography techniques and digital content processing using various relevant applications for MSMEs, such as smartphones. These follow-up activities can take the form of online clinics or refresher workshop sessions every three to six months to update skills in line with technological developments and digital marketing trends.

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