

WHATSAPP STORY GUIDANCE AND UTILIZATION THROUGH SWOT ANALYSIS OF HERBY PRODUCTS

Awwalinnisa Fauji ¹, Teguh Herlambang ^{2*}, Ima Kurniastuti ³,
Dike Bayu Magfira ⁴


¹Undergraduate of Information Systems, Faculty of Economics Business and Digital Technology,
Universitas Nahdlatul Ulama Surabaya, Indonesia

Jl. Raya Jemursari 51-57 Surabaya, East Java, Indonesia. 60237

^{2,3,4}Department of Information Systems, Faculty of Economics Business and Digital Technology,
Universitas Nahdlatul Ulama Surabaya Indonesia

Jl. Raya Jemursari 51-57 Surabaya, East Java, Indonesia. 60237

Corresponding author's e-mail: *teguh@umusa.ac.id

Article Info	ABSTRACT
<p>Article History: Received: 2026-02-20 Revised: 2026-04-09 Accepted: 2026-04-21 Available online: 2026-04-27</p> <p>Keywords: WhatsApp Stories; SWOT; Mentoring; Digital marketing; SMEs;</p>	<p>The use of social media in digital marketing has become increasingly important for SMEs, one of which is through the WhatsApp Story feature that is widely popular among the community. This community service activity aims to assist PT Unggul Herbal Atsiri, producer of HERBY (Herbal for Baby), in using WhatsApp Story as a digital marketing medium. The method consisted of training on content creation, mentoring on distribution strategies, and evaluation using SWOT analysis. The results showed that the main strengths lie in design consistency, content variety, and relevance to the target audience. Weaknesses include the short lifespan of content and limited analytics features. Opportunities arise from the high adoption of WhatsApp among young mothers and the flexibility of cross-platform content distribution, while threats come from similar competing brands and dependence on the platform. This activity provided a tangible contribution to the partner in enhancing its digital marketing capacity and served as a means for students to apply their knowledge. Therefore, WhatsApp Story can be considered an effective strategy to strengthen the competitiveness of herbal SMEs in the digital era.</p>
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1. INTRODUCTION

The development of digital technology has driven significant changes in the marketing strategies of Micro, Small, and Medium Enterprises (MSMEs). Social media has become one of the primary channels used by MSMEs to reach consumers more effectively, quickly, and cost-effectively [1]. WhatsApp, one of the most popular instant messaging apps in Indonesia, has a WhatsApp Story feature that can be used for product promotion. This feature is considered closer to consumers because it is personal and easily accessible.

However, many MSMEs have yet to optimize WhatsApp Stories as a promotional tool, including PT Unggul Herbal Atsiri, which produces HERBY (Herbal for Baby). This product has significant market potential, particularly among young mothers who actively use WhatsApp. The challenge is designing consistent, engaging content that can increase consumer engagement [2].

Several studies have demonstrated the effectiveness of WhatsApp Stories as a marketing medium. Research by Aprilianti et al. showed that utilizing WhatsApp Stories can increase MSME engagement by up to 30% in Bogor Regency [3]. Furthermore, Lipursari and Almuna emphasized the importance of creative content in supporting WhatsApp Story-based marketing strategies [4]. Furthermore, giveaway strategies on social media have also been shown to significantly increase MSME brand awareness [5].

Community service activities focused on digital mentoring have also been widely conducted. Sari and Dewi reported that digital literacy training for MSMEs in Yogyakarta improved business owners' understanding of how to utilize social media for marketing [6]. Similar results were demonstrated by Putri et al., who provided social media-based online marketing mentoring to culinary MSMEs and successfully expanded their market reach [7]. This underscores the importance of academic mentoring in helping MSMEs adapt to developments in digital technology.

Based on this background, this community service activity was conducted to provide training and assistance to PT Unggul Herbal Atsiri in utilizing WhatsApp Stories as a promotional medium. A SWOT analysis was used to evaluate the strengths, weaknesses, opportunities, and threats of the implemented content strategy [8].

2. RESEARCH METHODS

This community service activity was carried out for three months, from March to May 2025, at PT Unggul Herbal Atsiri in Surabaya, East Java, with the primary target being the HERBY (Herbal for Baby) product marketing team. The methods used in implementing the activity included:

2.1 Training

Training was provided on digital content creation using the Canva app. Partners were introduced to the basic principles of visual design, branding consistency, and short storytelling techniques using the WhatsApp Story format [9]. This training aimed to improve partners' digital literacy in a similar program for MSMEs [4].

2.2 Diffusion of Science and Technology

As a manifestation of the application of science and technology, five types of WhatsApp Story designs were designed, namely educational content for Essential Oil products, interactive challenges, customer testimonials, giveaways, and flash sales. This content not only functions as a promotional tool, but also as a digital product that can be replicated by partners in subsequent campaigns. The science and technology diffusion approach is in line with Putri et al. who emphasize the importance of simple yet sustainable innovation for MSMEs [7], [14], [15].

2.3 Mentoring

Students act as facilitators, assisting partners in content distribution, determining upload schedules, and evaluating content effectiveness. Joint discussions are conducted to identify strengths, weaknesses, opportunities, and threats through a SWOT analysis. This approach is chosen to ensure the sustainability of the activity's outcomes, as demonstrated in the digital mentoring-based PKM practice [5].

Thus, this method not only results in increased knowledge, but also provides practical skills, ready-to-use digital products, and strategic evaluations that are useful for partners in strengthening digital promotion capacity.

3. RESULTS AND DISCUSSION

Community service activities were carried out through a series of training, science and technology dissemination, and mentoring focused on utilizing WhatsApp Stories to support the promotion of HERBY (Herbal for Baby) products. During the three-month implementation, partners received mentoring ranging from digital content creation, determining distribution strategies, to evaluating content effectiveness using a SWOT analysis [11].

3.1 Results of Training and Mentoring

The digital content creation training successfully improved the partner marketing team's skills in using the Canva app to produce engaging and consistent designs. The training demonstrated that the partners were able to create a variety of WhatsApp Story content, including:



Figure 1. Promotional content in the form of giveaways and flash sales



Figure 2. Interactive content in the form of challenges to increase audience engagement



Figure 3. Customer testimonial content as a form of strengthening consumer trust



Figure 4. Promotional content in the form of giveaways and flash sales

The output of the activity is five WhatsApp Story designs that can be used as templates by partners for ongoing promotions.

3.2 SWOT Analysis Results

WhatsApp Story content evaluation was conducted through a SWOT analysis with the following results:

Table 1. SWOT Analysis of WhatsApp Story Content

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Design consistency, from the consistent use of logos, color palettes, and typography, strengthens the visual identity of the HERBY brand, making content more recognizable. 2. A variety of content types that drive engagement from various angles (testimonials, promos, challenges, etc.) 3. Designed according to WhatsApp Story format 4. Using limited promotional strategies and customer testimonials to increase consumer trust and purchase urgency (Kotler & Keller, 2016) 	<ol style="list-style-type: none"> 1. WhatsApp Story content is only active for 24 hours, so promotional messages must be updated frequently to maintain visibility. 2. WhatsApp's limited analytics features, which don't provide detailed insights such as view time, clicks, or demographics, make it difficult to measure content effectiveness. 3. Stories are only visible to users who have the admin number saved. 4. Performance measurements have not been carried out, so there is no specific data regarding the number of views, clicks, or contribution to sales during the internship period.
Opportunities	Threats
<ol style="list-style-type: none"> 1. WhatsApp is very popular among mothers (Statista, 2023), who are HERBY's main target 2. The increasing popularity of instant content and short storytelling opens up opportunities for light and fast content strategies (Chaffey, 2022) 3. WhatsApp Story designs can be reused on other platforms like Instagram Story or TikTok, expanding reach without the need for redesign. 4. Content such as challenges, giveaways, and customer testimonials have the potential to strengthen audience engagement. 	<ol style="list-style-type: none"> 1. High competition from other brands that also use story-based marketing strategies 2. Reliance on third-party platforms like WhatsApp can limit the flexibility of performance analysis. 3. If social media management is less responsive, customer engagement decreases.

The results of this activity indicate that WhatsApp Stories can be an effective medium for strengthening MSMEs' digital promotional strategies. This aligns with the findings of Aprilianti et al., who found that utilizing WhatsApp Stories can increase customer engagement [1]. Furthermore, the success of using creative content is also supported by Lipursari and Almuna, who emphasize the role of design strategy in digital marketing [2].

Limited broadcast time and a lack of analytical features are challenges that need to be anticipated. However, strategies such as using interactive content (challenges) and giveaway programs can be a solution to maintain audience interest, as expressed by Wijaya and Salamah in their research on social media for MSMEs [3].

The impact of this activity was felt directly by partners, namely increased understanding and skills in creating digital content, as well as the availability of ready-to-use promotional materials that can be used repeatedly [12]. For students, this activity also provided practical experience in implementing digital marketing knowledge to support the sustainability of partner businesses [13].

4. CONCLUSION

This community service activity successfully increased the digital promotional capacity of PT Unggul Herbal Atsiri through the use of WhatsApp Stories as a marketing medium for HERBY products. The training and mentoring provided encouraged partners to become more skilled in designing digital content using the Canva application, resulting in consistent, attractive, and relevant designs for the target audience. A SWOT analysis showed that the main strengths lie in design quality and consumer engagement, while weaknesses arise from limited broadcast duration and analytical features. A significant opportunity stems from the high use of WhatsApp among the public, while the main threat is intense competition from similar products. Thus, this activity not only provides tangible benefits for partners in strengthening digital promotional strategies but also provides practical experience for students in implementing digital marketing knowledge in the business world.

This community service activity still has limitations, particularly in the limited broadcast duration of WhatsApp Story content and the limited analytical features available. Therefore, further research or community service is recommended to explore the use of additional features such as the WhatsApp Business API or integration with social media analytics platforms to more measurable content performance evaluation [10]. In addition, further studies can expand the object to various types of MSMEs to determine the effectiveness of WhatsApp Story in different business contexts, so that the results are more comprehensive and can be compared across sectors.

Acknowledgment

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