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Development of Marketing Strategies to Increase Sales of Uyuna Bottled Drinking Water (AMDK)

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Abstract :
The increasing competition in the Bottled Drinking Water (AMDK) industry requires companies to have the right marketing strategy to be able to increase sales and maintain product competitiveness. This study aims to develop a marketing strategy that can be implemented in an effort to increase sales of Uyuna Bottled Drinking Water (AMDK) products. This study uses a qualitative descriptive approach with data collection techniques through observation, interviews, and documentation. The analysis is carried out by identifying the applied marketing conditions, market potential, and obstacles faced in marketing activities for Uyuna AMDK products. The results of the study are expected to produce a more effective marketing strategy through strengthening promotions, expanding marketing reach, increasing the use of digital media, and developing relationships with consumers and sales partners. In addition, the developed strategy is also expected to help the Company in increasing brand recognition and strengthening product position amidst the increasingly tight competition in the AMDK industry. By implementing the right marketing strategy and in accordance with market conditions, Uyuna AMDK products are expected to be able to increase market reach, attract more consumers, and increase sales volume sustainably.

INTRODUCTION

Drinking water is a basic necessity that is inseparable from people's lives(Savery, 2022). Along with population growth, increased community activity, and awareness of the importance of consuming hygienic and safe drinking water, the demand for bottled drinking water (AMDK) continues to increase (Sholahuddin & Rodhi, 2024). This condition encourages the development of the bottled drinking water industry in Indonesia, with the presence of various producers, ranging from national-scale companies to local businesses (Achmad et al., 2025). This industrial development provides significant opportunities for business actors to expand the market, but on the other hand, it also gives rise to increasingly fierce competition in acquiring and retaining consumers (Syafiuddin & Lingkar, 2025).

Competition in the bottled water industry requires every business to have the right marketing strategy to maintain the sustainability of their business (Al Bukhori &

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Nurhadi, 2025). Marketing strategies play a crucial role in introducing products to the public, increasing consumer purchasing interest, expanding market share, and creating advantages over similar products. The success of a business is determined not only by the quality of the product produced, but also by the business actor's ability to design and implement marketing strategies that are appropriate to the needs and characteristics of the market (Boleng et al., 2025). Therefore, developing a marketing strategy is one of the efforts that needs to be undertaken to increase sales while strengthening business competitiveness amidst increasingly fierce competition (Majid & Faizah, 2023).

Along with the development of information and communication technology, product marketing patterns have also undergone significant changes. Consumers now obtain more information about a product through various digital platforms and social media (Permadi et al., 2022). This situation provides an opportunity for businesses to utilize digital marketing as a more effective and efficient promotional tool that can reach a wider consumer base (Donoriyanto et al., 2023). Furthermore, marketing activities supported by structured customer data collection can help businesses understand consumer characteristics, build better relationships with customers, and develop more targeted marketing strategies. Therefore, the use of digital media and customer data management are crucial in supporting increased sales and sustainable business development (Susilawati Sugiana & Musty, 2023).

One of the companies engaged in the production of bottled drinking water is AMDK UYUNA (Afif & Wahyunita, 2021). This product is marketed to meet the public's need for quality drinking water while prioritizing product quality, cleanliness, and safety. As a growing business, AMDK UYUNA has significant potential to expand its market share and increase sales volume (Rkt, 2025) . However, achieving this goal requires developing a marketing strategy that can adapt to changing consumer behavior and increasingly dynamic market competition (Wahyunita, 2021).

Based on observations, discussions with partners, and direct involvement in marketing activities during the implementation of the Community Service Program (PKM), it was discovered that UYUNA AMDK still faces several obstacles in the marketing aspect (Wahyunita, 2021). The community service team, together with the UYUNA AMDK marketing team, conducted direct product marketing activities at several stores as part of the mentoring process and identification of marketing conditions in the field (Ningsih, 2025. The results of these activities indicate that the use of social media, especially TikTok, as a promotional medium has not been optimally implemented, product distribution reach is still limited, and customer data collection has not been systematically compiled (Bahauddin, 2025). These conditions have resulted in efforts to expand the market and increase sales not being optimally implemented. Therefore, mentoring activities are needed that focus on developing marketing strategies so that marketing effectiveness, business competitiveness, and product sales can continue to be improved (Tarmizi et al., 2026).

As a solution to these problems, the Community Service Program (PKM) was implemented through marketing strategy development activities at UYUNA AMDK (Ningtyas et al., 2024). The activities carried out included creating promotional content through TikTok social media, marketing assistance to stores as an effort to expand the distribution network, and compiling customer data to support consumer relationship management (Maiza, n.d.). Through this series of activities, it is hoped that marketing

effectiveness will increase, market reach will expand, partners' ability to manage marketing activities will improve, and sales of UYUNA AMDK products can increase sustainably (Arumandani et al., 2025).

RESEARCH METHOD

This Community Service Program (PKM) activity uses a mentoring method that actively involves partners (Harini et al., 2023). This method is carried out through collaboration between the community service team and the UYUNA marketing team in every activity carried out (Hanun et al., 2021). The community service team not only provides direction but also directly participates in marketing activities, such as helping introduce products to stores, seeking new marketing opportunities, and collecting customer data. Through this mentoring activity, partners are expected to be able to understand and implement more effective marketing strategies to increase sales of UYUNA's bottled drinking water products (Wahyudy, 2025).

Community service activities were carried out at AMDK UYUNA, a business engaged in the production of bottled drinking water (AMDK). The initial phase of the activity involved field observations and discussions with the owner and marketing team to gain an overview of the business's condition, the marketing system implemented, and the challenges encountered (Wahyunita, 2021). In addition, the community service team also conducted direct observations of the product marketing process in the field to obtain information on the partners' primary needs in an effort to increase product sales (Arifudin, 2020).

Based on the problem identification results, a community service program was developed that focused on developing a marketing strategy. The first phase involved creating promotional content using TikTok, a social media platform, to increase product appeal and expand the promotional reach of the community. The content was tailored to the characteristics of UYUNA's bottled water (AMDK) product and presented in an attractive format to attract potential consumers. This activity also included mentoring partners on how to utilize social media as an effective promotional tool (Herlina & Simabur, 2025).

The next stage is direct marketing assistance to stores targeted for product distribution (Kurniawan et al., 2023). In this activity, the community service team, along with the UYUNA AMDK marketing team, visited several stores to introduce the product and expand the marketing network. In addition, customer data collection was also conducted as an effort to build a more organized marketing administration system (Hasanah, 2023). The collected customer data is expected to assist partners in conducting marketing follow-up, maintaining customer relationships, and developing more targeted marketing strategies (Kartono, 2025).

The final stage of the activity is monitoring and evaluation of all implemented programs (Fionita et al., 2024). Evaluation is conducted through discussions with partners to determine the level of program implementation, perceived benefits, and changes that occurred after the mentoring activities were carried out. Indicators of program success include the development of digital promotional content, the implementation of direct marketing activities to stores, the availability of more systematic customer data, and an increased understanding of marketing strategies by partners. The results of this evaluation serve as the basis for developing recommendations for the marketing development of UYUNA AMDK so that the

implemented programs can have a sustainable impact on increasing product sales (Djazuli, 2024).

RESULT AND DISCUSSION

Result

Implementation of Community Service Program

The Community Service Program (PKM) at AMDK UYUNA was implemented based on initial observations and discussions with the business owner and marketing team (Wahyunita, 2021). Based on the identification results, it was discovered that the marketing of AMDK UYUNA products still faces several obstacles, namely the suboptimal use of social media as a promotional tool, the still limited reach of product distribution to stores, and the lack of systematic customer data compilation (Ningsih, 2025). These conditions have resulted in efforts to expand the market and increase sales not being optimal. Therefore, the community service team developed a program that focuses on developing a marketing strategy through three main activities: creating promotional content using TikTok social media, direct marketing assistance to stores, and compiling customer data (Shafira Niken Sari et al., 2026).

All activities are carried out using a mentoring approach involving the community service team and the UYUNA AMDK marketing team. The community service team not only provides guidance but also directly participates in each activity, providing partners with practical experience in implementing marketing strategies. This approach is expected to improve partners' ability to manage marketing independently after the community service program concludes (Wahyunita, 2021).

Creating Promotional Content Through TikTok Social Media

The first activity implemented was creating promotional content through TikTok. This media selection was based on the growing trend of consumers using social media as a source of information before purchasing a product (Shadrina & Yoestini, 2022). However, observations showed that AMDK UYUNA has not yet optimally utilized TikTok as a promotional medium, resulting in limited product information for customers already familiar with the product (Zahraini, 2025).

The community service team, along with partners, developed a promotional content concept that showcased UYUNA's bottled water products in an engaging and accessible way (Chandra & Jesslyn, 2025). The content included information about the product, its hygienic packaging process, and its advantages (Wahyunita, 2021). In addition, the community service team provided guidance on photography techniques, promotional narrative development, and the use of TikTok features to enhance the content's reach to potential consumers (Kartini, 2025).

This activity provided partners with a new experience in utilizing digital media as a marketing tool. Partners began to understand that promotions can be done not only in person but also through social media, which can reach a wider audience at a relatively low cost (Wartika et al., 2023). The presence of promotional content also serves as a means of building product identity, making it easier for the public to recognize UYUNA AMDK (Hikami & Sukresna, 2024).

The results of the activity indicate that partners have improved skills in creating and managing promotional content (Silfiani et al., 2025). Although the impact of increased sales cannot be directly measured in a short period of time, the use of social

media has been an important initial step in expanding marketing reach and increasing public awareness of UYUNA's AMDK products (Wahyudy, 2025).

Product Marketing Assistance to Stores

After digital promotional activities are carried out, the next stage is direct marketing assistance to stores targeted for product distribution. This activity is carried out to expand the marketing network and increase product availability at various sales locations (Wahyudy, 2025).

During the implementation, the community service team accompanied the UYUNA AMDK marketing team on visits to several stores (Wahyunita, 2021). During each visit, the store owners were introduced to the product, provided information about product quality, and explained collaboration opportunities (Khairunnisa & Wijayanti, 2025). This direct approach was chosen because it provided potential partners with the opportunity to obtain more comprehensive information about the product while also establishing good communication with the marketing team (Harliandini & Huda, 2025).

During the marketing process, the community service team also observed various responses from store owners. Some stores expressed interest in the product, while others were still considering the option due to their existing sales of similar products (Kurniawan et al., 2023). This situation provided partners with insights into market competition, a challenge that must be addressed through improvements in service quality, marketing communications, and consistency in maintaining customer relationships (Fitri & Wahyudi, 2026).

Through this activity, partners gain an understanding that direct marketing still plays a crucial role in expanding distribution networks (Fitri & Wahyudi, 2026). Direct interaction allows for two-way communication, allowing partners to understand market needs and obtain input that can be used to refine future marketing strategies (Akbar, 2026).

Customer Data Collection

The next activity is compiling customer data as part of developing a marketing strategy (Ilmiah & Hariyana, 2023). Prior to this activity, customer data had not been systematically documented, making it difficult for partners to monitor marketing developments and customer relationships (Suryani et al., 2026). The service team helps partners compile customer data, including store or customer names, locations, contact numbers, and order history. Data collection is kept simple for partners to use in their daily operations (Atmiko, 2025).

Having customer data is beneficial in supporting marketing activities because partners can identify active customers, customers who need follow-up, and areas with greater market potential (Sugiana & Musty, 2023). Furthermore, this data also serves as the basis for developing subsequent promotional strategies, allowing for more targeted and effective marketing (Mujito, 2025).

Customer data collection serves not only as an administrative tool but also as a basis for decision-making in business development. (Margareta et al., 2025) With systematically organized information, partners can easily conduct marketing evaluations, maintain customer relationships, and plan market expansion in a more structured manner (Mursyidah et al., 2026).

Community service activities

The community service activity began with direct marketing with the UYUNA AMDK marketing team at several stores targeted for product distribution (Sari, 2021). This activity was carried out as a form of mentoring to partners and to obtain a real picture of the product marketing conditions in the field. During the activity, the community service team was involved in the process of introducing the product to store owners, explaining the advantages of UYUNA AMDK, and building communication to open up opportunities for collaboration (Kurniawan et al., 2023). This direct involvement provided the community service team with experience in understanding market conditions and identifying various obstacles faced by partners in marketing their products (Basir et al., 2025).

Fieldwork findings indicate that several obstacles remain in the marketing of UYUNA bottled water products. Several stores already sell bottled water from other brands, necessitating a more robust communication approach to introduce UYUNA products (Wahyunita, 2021). Furthermore, suboptimal digital promotion and a lack of systematic customer data collection are contributing factors to marketing expansion efforts. Based on these conditions, the community service team, along with partners, developed a marketing strategy by creating promotional TikTok content and compiling customer data to support increased product sales (Riyanti, 2026).

Impact and Implications of Community Service

The implementation of the Community Service Program (PKM) has had a positive impact on the development of UYUNA's AMDK marketing strategy (Ridho et al., 2026) . Through the mentoring provided, partners gained new knowledge and experience in Implementing more targeted marketing strategies, both through the use of TikTok social media, direct marketing to stores, and the compilation of customer data (Arumandani et al., 2025). These activities helped partners understand that increasing sales depends not only on product quality but also on the ability to design and implement marketing strategies that are appropriate to market conditions (Majid & Faizah, 2023).

From a marketing perspective, this program has had an impact in the form of increased product promotion efforts through digital media, thus giving UYUNA AMDK the opportunity to be known by a wider public (Achmad et al., 2025). In addition, direct marketing activities carried out with the marketing team helped expand the distribution network through communication with store owners and opened up opportunities for collaboration with new sales partners (Wanadri et al., 2025). Meanwhile, compiling customer data makes it easier for partners to manage customer information, conduct marketing follow-up, and develop more targeted promotional strategies (Mursyidah et al., 2026).

The implications of this community service activity indicate that developing a marketing strategy that combines digital promotion, direct marketing, and customer data management can be an effective approach for micro and small businesses, particularly in the bottled water sector (Tarmizi et al., 2026). This strategy not only supports increased marketing effectiveness but also helps businesses build better relationships with customers and strengthen product competitiveness amidst

increasingly competitive markets (Agustina et al., 2026).

The program's sustainability is expected to be realized through partners' commitment to continuously develop promotional content on a regular basis, expand their marketing network to a wider area, and regularly update customer data (Thahir et al., 2025). Thus, the results of this community service not only provide benefits during the program's implementation but also serve as a foundation for AMDK UYUNA in increasing sales and developing its business sustainably (Achmad et al., 2025).

Implications of PKM Sustainability

It is hoped that the Community Service Program (PKM) that has been implemented will not end upon completion, but can be continuously implemented and developed by partners in running their businesses (Wekke, 2022). Marketing strategies introduced through the use of TikTok social media, direct marketing to stores, and customer data collection can be incorporated into daily operations. This provides partners with a better foundation for developing product marketing independently and sustainably (Wahyudy, 2025; Basofitrah, A. 2025).

The program's sustainability is also supported by partners' increased understanding and skills in implementing marketing strategies (Sabri et al., 2026) . Partners are expected to routinely create engaging promotional content, expand their distribution network by collaborating with more stores, and regularly update customer data. These steps will help partners maintain customer relationships, expand market share, and increase sales opportunities for UYUNA bottled water products (Erwin et al., 2023).

In addition to providing benefits to partners, the results of this community service activity can also serve as an example of implementing marketing strategies for similar businesses still facing challenges in product promotion and distribution (Jatmiko, 2022). Therefore, similar activities can be developed for other micro and small businesses by adapting to the conditions and needs of each partner (Irawan, 2020). With this sustainability, the community service program is expected to provide broader benefits in supporting business development and increasing the competitiveness of local products (Fadhli et al., 2024).



Figure 1 : Documentation of canvassing assistance activities between the marketing team and the community service team.

Discussion

Overall, the implementation of the Community Service Program demonstrated that the three activities supported each other in developing UYUNA's AMDK marketing strategy. Promotional content creation through TikTok enhanced digital promotional media, which had previously been underutilized (Rohalia et al., 2025). Marketing assistance to stores helped expand the distribution network and build collaborative relationships with potential sales partners (Wahyudy, 2025). Meanwhile, customer data collection facilitated partner management of customer information as a basis for developing subsequent marketing strategies (Dewi & Utama, 2022; Basofitrah et al., 2026).

These results indicate that developing a marketing strategy does not rely solely on a single promotional activity but requires a combination of digital marketing, direct marketing, and customer data management (Duha et al., 2025). These three strategies complement each other, supporting increased marketing effectiveness and opening up opportunities for increased sales of UYUNA bottled water products (Sari, 2021).

This community service program also impacts partners' knowledge and skills in carrying out marketing activities. Through direct involvement during the mentoring process, partners gain experience in implementing more planned marketing strategies tailored to business needs (Suryawan et al., 2026). Therefore, this program is expected to serve as a foundation for AMDK UYUNA to continue developing sustainable marketing strategies to increase product competitiveness and sales in the future (Achmad et al., 2025).

CONCLUSION

The Community Service Program (PKM) implemented at AMDK UYUNA successfully contributed to the development of marketing strategies to increase product sales. Based on the results of the implementation of the activity, it was identified that the main problems faced by partners included the suboptimal use of social media as a promotional tool, the still limited product distribution network, and the lack of systematic customer data collection. To address these issues, the community service team implemented three main activities: creating promotional content through TikTok social media, direct marketing assistance to stores, and compiling customer data.

The implementation of these three activities benefits partners in increasing their knowledge and skills regarding more effective marketing strategies. Utilizing social media helps expand the dissemination of information about UYUNA's bottled water products, direct marketing to stores opens up opportunities for expanding distribution networks and collaboration with sales partners, while customer data collection supports more organized customer information management as a basis for developing further marketing strategies. Through the direct involvement of the community service team and the marketing team, partners also gain practical experience in implementing marketing strategies appropriate to their business conditions.

Overall, the community service program demonstrated that developing a marketing strategy through a combination of digital promotions, direct marketing, and customer data management is a viable approach to improving the marketing effectiveness of UYUNA's bottled water (AMDK). Sustainable implementation of this strategy is expected to help partners expand market reach, enhance product competitiveness, and support gradual and sustainable sales growth.

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This study did not require formal ethical approval from an Institutional Review Board (IRB). The research data were obtained through interviews with parties involved in the marketing and distribution of AMDK Uyuna products, including retailers that purchase AMDK Uyuna products. The interviews were conducted with the consent and willingness of the informants to provide the information required for the purposes of this research.

DECLARATION OF GENERATIVE AI USE

The author used ChatGPT (OpenAI) as an assistance tool during the preparation of the manuscript, particularly to improve language clarity, grammar, translation, and text editing. All AI-generated outputs were reviewed and edited by the author. The author takes full responsibility for the accuracy, content, interpretation, and overall integrity of this publication.

DATA AVAILABILITY STATEMENT

The data supporting the findings of this study are available from the author upon reasonable request.

CONFLICT OF INTEREST

The author declares that there are no financial or non-financial conflicts of interest related to this research and the publication of this article.

AUTHOR CONTRIBUTION STATEMENT

Conceptualization: H; Methodology: H; Data Collection: H; Writing – Original Draft: H;

Review & Editing: H.

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