Digital-Based Msme Product Branding Assistance In Sendanggarum Village

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Abstrak. This study aims to determine monitoring for the service team in the Sendanggarum village area to obtain useful information as material for making decisions on future programmes. Micro, Small, and Medium Enterprises (MSME) have sprung up in Indonesia, from urban to rural areas. The business actors who are members of MSME have had their businesses slump since the arrival of COVID 19. A period of more than 2 years was not a short time, as the business went into a vacuum and many consumers even left. To revive these businesses, assistance is provided to create MSME branding through an Instagram account and a logo. Instagram can be used as a promotional medium so that customers can see that MSME is now on the rise again. An attractive logo also aims to invite buyers to choose and buy their wares. Thus, digital branding really supports MSME in Sendanggarum village.

Keywords: digitalization, product branding, village enterprises.

1. Background

Micro, Small, and Medium-sized Enterprises (MSMEs) have unprecedented opportunities to boost their brand presence and reach a worldwide audience in an era marked by technological breakthroughs and digital connections. Digital-Based MSME Product Branding is a strategic strategy for creating, establishing, and promoting the identity of MSME products in the digital realm. Branding is no longer limited to physical storefronts and traditional marketing platforms. Today, the internet is a dynamic ecosystem in which MSMEs can develop captivating tales, communicate with customers, and foster brand loyalty in ways never previously possible. This strategy not only levels the playing field for smaller businesses but also equips them to compete effectively against larger competitors [1].

A comprehensive blend of digital marketing methods, technological use, and customer-centricity is used in the digital-based approach to MSME product branding. Every aspect of this approach contributes to a multifaceted digital identity, from developing an intuitive website that captures the essence of the business to crafting compelling content that resonates with the target audience. In this model, social media platforms serve as platforms for narrative, search engines serve as gateways to discovery, and customer interactions serve as data sources for refinement. Understanding the consumer deeply, developing a distinct value offer, and seamlessly integrating digital tools and platforms into the branding journey are the fundamental pillars of this strategy. Influencer relationships broaden reach, data analytics provide insights for strategic decision-making, and e-commerce integration streamlines
transactions. Customer reviews and testimonials posted online increase credibility and authenticity, building a trust bridge between the brand and its audience.

The digital-based MSME product branding journey, on the other hand, is not one-size-fits-all. Each company's strategy must be tailored to their individual industry, target market, and brand identity. A successful digital branding attempt requires flexibility, adaptation, and a dedication to staying ahead of digital trends [2]. As we go deeper into the complexities of digital-based MSME product branding, it becomes clear that the road to success is paved with innovation, creativity, and an unwavering commitment to understanding and meeting the shifting needs of the modern consumer. This strategy not only allows MSMEs to survive in a competitive market, but it also positions them to thrive and leave a lasting digital footprint in the global business landscape. Micro, Small, and Medium-sized Enterprises (MSMEs) play an important part in a country's economic development, and their impact is not restricted to urban areas. There has been a rising realization in recent years of the importance of extending MSME growth to rural areas and communities. MSMEs in villages are a multidimensional approach that aims to use local resources, skills, and entrepreneurial spirit to generate long-term growth in rural communities [3].

Villages, with their tight-knit communities and traditional ways of life, present a unique set of opportunities and challenges for MSME development. By establishing local employment possibilities, these businesses help rejuvenate rural economies, alleviate poverty, and prevent urban migration. Furthermore, they can preserve and promote indigenous crafts, customs, and culture, adding to the region's overall socio-cultural enrichment [4]. The implementation of MSMEs in villages begins with identifying and leveraging these places' natural potential. Villagers frequently have traditional skills and knowledge that can be turned into marketable goods and services. Villages have untapped reservoirs of skills and resources waiting to be exploited, whether it's traditional handicrafts, organic farming, agro-processing, or eco-tourism. However, access to cash and technology remains a difficulty in many rural regions [5]. Initiatives that enable technology adoption and provide microfinance options are critical to enabling rural enterprises. Government programs, non-governmental organizations, and private-sector collaborations have all played important roles in providing rural entrepreneurs with training, mentoring, and access to finance, allowing them to develop and build their MSMEs [6].

In addition, the digital revolution has democratized market access. Villagers may now promote their items online, reaching a global audience. Rural MSMEs can reach a sizable audience without regard to geography thanks to e-commerce platforms and digital marketing strategies [7]. The success of MSME implementation in communities is dependent on creating a supportive ecosystem. This includes constructing infrastructure, guaranteeing a dependable supply chain, and establishing marketing ties. Furthermore, it requires addressing social and environmental sustainability concerns as well as ensuring that MSMEs' growth does not jeopardize the ecological balance and cultural legacy of rural communities [8]. Community participation is critical in this journey toward MSME growth in communities. Involving local communities in decision-making processes and giving them the tools and knowledge they need to be successful entrepreneurs develops a sense of ownership and pride. The benefits of villages actively participating in the growth of local MSMEs are not only economic; they are also social and cultural. Finally, the deployment of MSMEs in villages constitutes a paradigm shift in rural development. It has the ability to elevate rural economies, protect cultural heritage, and build a brighter and more sustainable future for rural communities by leveraging local resources, skills, and entrepreneurial energy. This comprehensive strategy is consistent with the broader aims of inclusive and equitable economic growth, making it an essential component of rural development initiatives around the world [9].
Micro, Small, and Medium Enterprises (MSME) have an influential role in the Indonesian economy, especially at the village level. Data from the Ministry of Cooperatives and SMEs states that the number of MSME business sectors in Indonesia in 2021 will reach 64.19 million, with participation in the gross domestic product (GDP) of 61.97 percent, or IDR 8.6 trillion [10]–[12]. The issues MSME faced during the COVID-19 pandemic involved capital and product marketing. The lack of actions taken by some business actors, such as MSME, to market their products exacerbates this situation. This is due to the lack of understanding of business owners about marketing, primarily through digital technology (Perguna et al., 2020). The quality and types of products produced by this village have the opportunity to enter the export market. So it is necessary to have a branding strategy for the MSME group to market their products to be well known by the wider community. The effort to create this branding is expected so that existing MSME are known and recognized by the local community and known nationally because promotion has been through social media or Instagram.

2. Methodology

Several methods are offered for implementation in the Partner Village Development Program, which will use the ABCD (Asset-Based Community Development) approach model. The ABCD approach is a model of community empowerment that prioritizes the use of assets and potential owned by the community or community members who are empowerment partners [3], [13]. The potential referred to is the creative economic potential that exists in this service partner, namely the Sendangarum Village MSME group, which will be developed to become a medium for sustainably improving the community's economy. Then, the implementation method for the Partner Village Development Program will be divided into 3 stages, namely preparation, implementation, and program evaluation [14]. These stages are sorted based on the problems that must be resolved immediately and the time management for implementing the most feasible stages. The following are the stages of implementing the service program activities that will be carried out:

Preparation Stage

This section begins with discussion and coordination of the finalization of the activity implementation plan, which is intended to finalize the concept and understanding between members. Next, a focus group discussion (FGD) will be held between the implementing team and the beneficiary partner group, namely the Sendangarum Village MSME group. Focus Group Discussion is a discussion concept that facilitates the service team in obtaining convenience, openness, trust, perceptions, and experience from partners.

Implementation Stage

This stage begins with the deployment of the community service team to the location of the program partners, namely the Sendangarum Village MSME group. Then, in implementing this program, three main focuses will be carried out in this service [16]. First, FGD preparation for the implementation of activities. This activity is carried out to design a service program. Second, assist in the creation of MSME product packaging designs. This activity will later involve a team of experts in the field of graphic design in assisting with creating these designs so that later they can produce designs that suit your needs. Third, assist in the use of digital media in branding MSME products. This activity is carried out through intensive assistance in utilizing e-commerce media and social media that have the potential and, according to needs, can assist in branding the product.

Monitoring and Evaluation Stage

Monitoring is an activity routinely carried out continuously to collect deeper information [5]. In line with that, monitoring is a process for collecting and presenting information related to structured and directed achievements [8]. This monitoring is intended
as feedback for the service team to obtain useful information as material for making further program decisions. Meanwhile, evaluation is an activity to measure and assess a program [7]. The monitoring and evaluation phase will be implemented in two ways, namely internal and external. Internal monitoring and evaluation will be implemented as a form of monitoring the activity of the community service team in carrying out their duties and responsibilities while participating in this series of Village Partner Assistance Program activities. The strategies we offer to solve partner problems are:

A. **Assistance in creating a logo for more attractive packaging**
   A team of graphic design professionals will offer assistance through this activity so that they can best help create more attractive packaging forms. This packaging entails creating logos for MSME players in the Sendangarum Village that they themselves designed to add value and pique consumers' interest in purchasing goods.

B. **Assistance in the use of social media as product branding**
   This activity will later be directed to assist partners in utilizing potential digital media as a broad branding platform. This assistance will involve partners intensively through technical guidance and intensive socialization activities so that it can be sustainable.

3. **Results and Discussion**

   The purpose of holding assistance is to help MSME promote their business. So far, the business has typically been running; however, the number of consumers has decreased, and of course, it has also impacted income turnover since the COVID-19 pandemic hit. After conditions have recovered from the COVID-19 pandemic, it is hoped that MSME players will also move more actively toward advancing their businesses. At the beginning of the implementation of this activity, we were in touch with the Head of Sendangarum Village to ask for permission to assist in the village she leads. After agreeing on the number of MSME we will invite, the next plan is to schedule assistance for 2 days. The first day begins with assistance in making promotions through social media or Instagram (IG). During the first mentoring day, the participants were introduced to Instagram and the need for promotion via IG. After an introduction to the concept of Instagram, participants were asked to try to create an IG account. Some already had an IG account, but it was inactive, so they tried to create a new one. In order to pique consumers' interest in purchasing the product, attractive product photos should accompany the newly created IG account. Here, the participants are very enthusiastic about creating an attractive IG.

   The second day of mentoring was filled with logo-making training. Participants listened enthusiastically about how to make this logo. To make this logo, participants were taught to use the Canva application. Canva can provide various logo variations, depending on the type of business. Meanwhile, with an attractive logo, which is usually made to be affixed to the packaging, consumers will likely be interested in buying. Especially if it is a food product that looks attractive from the outside, the packaging will attract more consumers. Creating a logo is more challenging than creating an Instagram account because choosing a suitable image must be adjusted to your business. Here, it can be seen that the participants were enthusiastic about making a good and attractive logo.
Figure 1. The results of the assistance to create IG, namely @angkringan_sembako_buika, along with the logo and Figure 2. Social Media Account @iyya_loempias

Figure 3: Participants create logo guided by the presenter

Figure 4: Some participants are enjoying making logos with their friends

The Instagram accounts that the participants created, which included the product logo, serve as proof that the two mentoring days were successful. All IG accounts and logos created were then deposited in the What Apps group the coordinator created, followed by each
participant. The pictures and IG accounts listed in this article are only partially due to space limitations. After the activity was carried out for 2 days, the mentoring activity was closed with the submission of goods grants for each MSME, which had previously been asked to fill out a list of goods needs. The purpose of filling out the list of goods beforehand is to meet the required needs. This mentoring activity ended with the delivery of grant items to the mentoring participants.

Figure 5: Delivery of grant items from the Partner Village Development Program (PPDM) to participants

The implementation of MSMEs in villages starts with identifying and harnessing the inherent potential of these areas. Villagers often possess traditional skills and knowledge that can be transformed into marketable products and services. Whether it's traditional handicrafts, organic farming, agro-processing, or eco-tourism, villages have untapped reservoirs of talent and resources waiting to be explored. Access to finance and technology, however, remains a challenge in many rural areas. Initiatives that provide microfinance options and facilitate technology adoption are crucial to empowering rural entrepreneurs. Government programs, NGOs, and private sector collaborations have played instrumental roles in providing training, mentoring, and access to capital for rural entrepreneurs, helping them establish and grow their MSMEs. Furthermore, the digital revolution has democratized access to markets. Villagers can now market their products online, tapping into a global consumer base. E-commerce platforms and digital marketing strategies enable rural MSMEs to showcase their products to a wide audience, transcending geographical boundaries. The success of MSME implementation in villages is contingent upon fostering an ecosystem of support. This includes building infrastructure, ensuring a reliable supply chain, and creating marketing linkages. Moreover, it entails addressing social and environmental sustainability concerns, ensuring that the growth of MSMEs doesn't compromise the ecological balance and cultural heritage of rural areas.

In this journey towards MSME development in villages, community participation is pivotal. Engaging local communities in decision-making processes and providing them with the tools and knowledge needed for sustainable entrepreneurship fosters a sense of ownership and pride. When villages actively participate in the development of their MSMEs, the results are not just economic; they are social and cultural as well. In conclusion, the implementation of MSMEs in villages represents a transformative approach to rural development. By capitalizing on local resources, skills, and entrepreneurial energy, it has the potential to uplift rural economies, preserve cultural heritage, and create a brighter and more sustainable future for rural communities. This holistic approach aligns with the broader goals of inclusive and equitable economic growth, making it a vital component of rural development strategies worldwide.
4. Conclusion

Based on the implementation of community service activities in the Partner Village Development Program, MSME still needs to support the community's economy, especially in rural areas. Of the many MSMEs in Sendangarum Village, only seven still exist, especially in Ngijon Village. Of the SMEs that still exist, not all of them use digital media to promote their businesses. These business actors still rely on their promotions through email or word of mouth. This business, which should have been able to continue running, was hit by the COVID-19 pandemic, many of which stopped due to fears that if there were direct interaction, there would be transmission of the COVID-19 virus. Consumers who usually prefer to meet in person feel unsteady if they only use a telephone or WhatsApp. So, some business actors had to stop their business. This condition is miserable because their business already has regular customers. Because of this, the service team offers activities related to MSME branding through digital marketing media. This branding is done through assistance in creating an Instagram account to promote their business. Instagram was created to attract consumers to buy their products online. So that the products offered must be displayed as attractively as possible to attract consumers' attention to buy the product. Interesting photos are displayed with sentences that speak the beautiful language, or sometimes they are even made up using sentences that are difficult to understand with the aim that consumers ask about the business. In addition to creating an Instagram account, assistance is provided for creating a logo for MSME. Participants were given the theory of making a logo through the Canva application. After delivering this material, the participants were asked to practice making their logos according to their respective business fields. The results of the practices that the participants have made, examples of which can be seen on the previous page. Here you can see the participants' enthusiasm to make the best logo. It was proven that the participants revised several times before getting the logo they wanted. Following completion of the activity, the donor, LPM, required the delivery of grants in the form of goods, and the service team and the recipients of the assistance posed for a group photo.

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