

EDUCATION ON THE USE OF DIGITAL MEDIA IN DEVELOPING MSME BUSINESSES THROUGH BRANDING IN RIANGGEDE VILLAGE, TABANAN, BALI

Nuning Indah Pratiwi ¹, Desak Kade Dwi Wahyu Sari ², Wahyu Indra Satria ³,
Gusi Putu Lestara Permana ⁴

^{1,2,4} Universitas Pendidikan Nasional, Denpasar

³ Institut Bisnis dan Informatika Kesatuan, Bogor

¹ nuningindahpratiwi@undiknas.ac.id, ³ wahyuindrasatria@ibik.ac.id

Abstract

The impact of technological advances and globalization's influence is strongly felt, especially by MSME players. Designing a branding of MSME products and understanding MSMEs in the use of digital as a medium in branding is one of the techniques in sustainable business development. This service program provides education and training on branding and marketing to utilize digital media through the preparation stage, implementation of activities, and evaluation as the final stage of activities. The desired result of this activity is the creation of product brands to increase and promote MSME products and branding recommendations to create trademarks that can increase citizen awareness of MSME products. As well as the skills and knowledge of MSME managers to carry out branding through the implementation of workshops. So that it can strengthen MSME products, which of course can help business actors expand market share, and introduce and promote products to the public and potential MSME customers in Riang Gede village.

Keywords: Education, Training, Branding, MSMEs

INTRODUCTION

Small and Medium Enterprises (MSMEs) play a role in maintaining the wheels of the economy. Currently, the government continues to modernize MSMEs through various programs provided to MSMEs, including corporate capital, education, and business support with stakeholders. (Arianto, 2019). MSMEs are retailers managed by individuals or business entities that have the scope of micro businesses (Entrepreneurial Thinking and Skills - Hadion Wijoyo - Google Books, n.d.).

MSMEs from Riang Gede Village have a variety of backgrounds in culinary, retail, furniture manufacturing, and laundry. According to a survey conducted on small and medium enterprises in Riang Gede village, there are still often residents who do not understand and do not build product brands. Branding is a term consisting of names, symbols, and product designs (Irawan & Affan, 2020). MSMEs are required to carry out innovation to compete globally. There are various methods MSMEs can compete with other MSME players, including

improving product quality, product design and branding, using technology to market products, and surveying customer satisfaction (Irvan, 2015).

A good product without brand packaging and a good marketing strategy is futile. Packaging branding can also be a promotional medium to consumers, branding with oriented characteristics becomes brain-minded for consumers. The characteristics can be logos, packaging designs, colors, and typography (Setiawati, 2019). MSMEs in RiangGede village face many challenges when developing branding for their products. That is, there is still a lack of knowledge about what branding is and what its benefits are. The lack of assistance for branding small business products and competitive advantage as an entrepreneur has not been maximized. Due to the many problems that arise for MSME partners, it is clear that they need guidance and education in digital/online marketing and branding the right partner goods for a wider audience. (Coal et al., 2022)

By addressing these issues, the author conducts community service in the form of providing information, practices, and educational activities about MSME branding to help MSME participants understand the role of product branding in business development and sales growth. , thus motivating MSMEs to be innovative and do good product branding. Consumers who are satisfied with the products produced by MSME players automatically engage in word-of-mouth marketing to other potential customers.

IMPLEMENTATION METHOD

The implementation method in this activity uses educational methods and training in the form of direct practice on how to brand and market through the use of digital media. The stages of educational activities that have been carried out are as follows:

1. Preparatory Stage

In the preparation stage, a visit was made to identify problems and constraints of participants in product sales and carry out coordination in RiangGede Village to strengthen the work program plan against the training targets in terms of MSME owners in RiangGede Village, Tabanan Regency, Bali

2. Activity Process Stage

Providing education and training in the form of direct practice on how to brand and market through the use of digital media.

3. Final Stage of Activities

Evaluate at the end of the activity to see an increase in the understanding of MSME owners regarding branding and marketing procedures through digital media

RESULTS AND DISCUSSION

This community service activity has been successfully carried out for MSME actors located in RiangGede village. The results of this activity are in the form of providing education and training in the form of direct practice on how to brand and market through the use of digital media. The discussion material consists of understanding branding, branding benefits, the role of logos in branding, and product marketing with the use of social media.

The results of this effort are expected to increase MSME product brands and increase public awareness of MSME goods through trademark and branding advice. Micro, small, and medium enterprises (MSMEs) managers can benefit from workshops because of the expertise and experience they provide in the field of branding. Most micro, small, and medium enterprises (MSMEs) start with much less money than large corporations. In addition, due to a lack of expertise, MSMEs are often unaware of trademarks and other branding strategies. While it is very important for consumers to have confidence in a product, not all businesses appreciate the importance of the brand. Since most micro, small, and medium enterprises (MSMEs) are launched with a small budget, creating a brand requires relatively low costs. It is important to have a clear idea of what will sell before starting to develop a brand.

Several things need to be considered when creating product branding, namely, unique, attractive, and easily recognizable designs. So that later it can create a brand that is easily recognized, spoken, and remembered by the public. MSME players must also pay attention to the differentiating factors of the brands they have even though the products are the same, the product brands owned by them must be different from other MSME players.

Based on the challenges faced by our partners as mentioned earlier, here are some alternative solutions that can be provided through this work program:

1, Brand Building for Product Development and Promotion. 2, Provide training and guidance to actors and mentors on appropriate marketing communication strategies.

The development mechanism to carry out this activity is carried out in 3 (three), namely the brand recognition stage for products, branding strategies, and branding training. Activities or actions for each stage are as follows:

First, the brand is an additional product identity that the factory promises to consumers so that it can always provide the value that consumers expect from the product, as well as differentiate it from competing products. According to Tjiptono, the brand is the company's most important strategic asset that can create value or profit for customers and businesses. (Tjiptono, 2014) According to Susanto & Wijanarko, a brand is a name or symbol associated with a product or service and creates a meaning or psychological association. (Kusno, 2007). The benefit of the brand for manufacturers is that it allows companies to more easily process or track their products, in the form of legal protection for unique characteristics or aspects of the product, signifying a level of quality to satisfied customers so that they can easily buy back their products. The advantage that brands provide to consumers is that they can identify the products they need or are looking for, save time and energy through repeat purchases and consistent loyalty, and get the same quality even if consumers buy at different times and places. Next, we will discuss how to build a brand, namely brand strategy. The brand is an organization's commitment to deliver value and convey the brand concept in four dimensions: practical, emotional, individual, and social. Many business owners are now devoting extra time and resources to building and promoting their brands in hopes of increasing product sales. The brand is an asset, it owns the capital and manages the strategy and performance of the business. Third, training. To support and expedite the optimal use of branding, the training program will continue to be delivered step by step until partners can take advantage of the strategies made. Training and coaching are carried out in the form of making direct visits to all MSME actors.



Figure 1. Some Examples of MSME Businesses in Riang Gede Village

Source : (Personal Documentation)

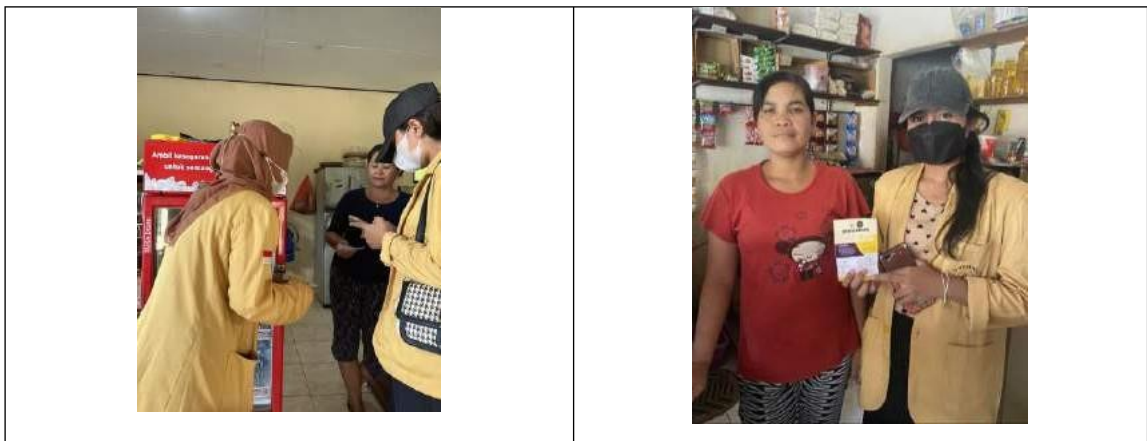


Figure 2. Education and Training Stage for MSME Actors in Riang Gede Village

Source : (Personal Documentation)





Figure 3. Examples of Branding Results on Instagram Social Media

Source : (Personal Documentation)

CONCLUSION

As a result of the activities carried out, namely to strengthen MSME products, which can help business actors expand the market share of MSMEs in Riang Gede village. Although at first, they were not familiar with branding tactics, MSME players eventually played an important role in presenting and marketing these items to the general public and potential buyers. This community service activity can benefit MSMEs in Riang Gede Village by providing training and mentoring for MSME actors to develop and promote products and create product branding to increase brand awareness of their products in the community. As well as making a brand that is the result of MSME production in Riang Gede village is more familiar and known to the public and potential customers compared to other entrepreneurs.

REFERENCES

- Arianto, B. (2019). Buzzer Media Sosial dan Branding Produk UMKM Daerah Istimewa Yogyakarta. *Jurnal UMKM Dewantara*, 2(1), 27–46. https://www.researchgate.net/profile/Bambang_Arianto2/publication/338113639_Buzzer_Media_Sosial_dan_Branding_Produk_UMKM_Daerah_Istimewa_Yogyakarta/links/5dfff6de92851c836493b6ac/Buzzer-Media-Sosial-dan-Branding-Produk-UMKM-Daerah-Istimewa-Yogyakarta.pdf
- Batubara, S., Maharani, F., & Makhrani, M. (2022). Pengembangan Usaha Umkm Di Masa Pandemi Melalui Optimalisasi Penggunaan Dan Pengelolaan Media Digital. *E-Amal: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 1023–1032. <https://doi.org/10.47492/eamal.v2i1.1237>
- De Galiza Barbosa, F., Galgano, S. J., Botwin, A. L., Lara Gongora, A. B., Sawaya, G., Baroni, R. H., & Queiroz, M. A. (2022). Genitourinary imaging. In *Clinical PET/MRI* (pp. 289–312). <https://doi.org/10.1016/B978-0-323-88537-9.00012-X>
- Ibnu Waqfin, M. S., Komari, M., Andriani, R., & Muhibuddin, A. (2021). Strategi Branding

- untuk membangun Identitas Brand dalam Meningkatkan Pemasaran di Desa Bandarkedungmulyo Jombang. *Jumat Ekonomi: Jurnal Pengabdian Masyarakat*, 2(1), 1–5.
- Imam Pamungkas Walton, & Nurmandi, A. (2021). Strategi Bertahan Umkm Di Tengah Pandemi Covid-19. *GOVERNABILITAS (Jurnal Ilmu Pemerintahan Semesta)*, 2(2), 154–168. <https://doi.org/10.47431/governabilitas.v2i2.117>
- Irawan, D., & Affan, M. W. (2020). Pendampingan Branding Dan Packaging Umkm Ikatan Pengusaha Aisyiyah Di Kota Malang. *Jurnal Pengabdian Dan Peningkatan Mutu Masyarakat (Janayu)*, 1(1), 32–36. <https://doi.org/10.22219/janayu.v1i1.11188>
- Karsono, K., Purwanto, P., & Salman, A. M. Bin. (2021). Strategi Branding Dalam Meningkatkan Kepercayaan Masyarakat Terhadap Madrasah Tsanawiyah Negeri. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 869–880. <https://doi.org/10.29040/jiei.v7i2.2649>
- Kirk, L. E. (2013). *Visual Branding In Graphic Design*. 127. http://aquila.usm.edu/honors_theses
- Listya Ariefika, R. Y. (2018). 1548-13-3644-1-10-20180928. *Visual Branding Produk Belimbing Olahan Umkm Depok Melalui Desain Logo*, 03(02), 55–74. <https://www.mendeley.com/catalogue/e7755681-b360-33ae-8ffe-390bce919e41/>
- Muhammad, S. (2021). Branding Product Pelaku Usaha Mikro Kecil Menengah Kuningan Barat Jakarta Selatan Muhammad Saifulloh. *Jurnal Pustaka Dianmas*, 1(1), 28–33. <https://journal.moestopo.ac.id/index.php/dianmas>
- Naimah, R. J., Wardhana, M. W., Haryanto, R., & Pebrianto, A. (2020). Penerapan Digital marketing Sebagai Strategi Pemasaran UMKM. *Jurnal IMPACT: Implementation and Action*, 2(2), 39. <https://doi.org/10.31961/impact.v2i2.844>
- Pratiwi, Nuning Indah. (2017). Penggunaan media video call dalam teknologi komunikasi. *Jurnal Ilmiah Dinamika Sosial*, 1(2), 202-224. <https://doi.org/10.38043/jids.v1i2.219>
- Pratiwi, Nuning Indah, Ariska Amanda Putri, Ketut Elly Sutrisni, Wahyu Indra Satria. (2023). Training for MSME in Riang Gede Village, Tabanan, Bali in Developing Business Places Through Registration on Google Maps. *ABDIMAS UMTAS: Jurnal Pengabdian Kepada Masyarakat*, 6(2), 3723-3726. <https://doi.org/10.35568/abdimas.v6i2.3193>
- Pratiwi, Nuning Indah, I Wayan Putu Suparta, I Wayan Joniarta. (2023). Socialization of Intellectual Property Rights (IPR) to coffee shop business actors in Denpasar City. *Journal of Community Empowerment*, 8(2), 223-229. <https://doi.org/10.31603/ce.7842>
- Pratiwi, Nuning Indah, Putu Suparna, Wahyu Indra Satria, Ni Luh Putu Melyana Putri. (2022). Strategi Bauran Promosi Kartu Perdana Smartfren sebagai Media Komunikasi di Masa Pandemi. *ETTISAL: Journal of Communication*, 7(2), 65-80. <https://doi.org/10.21111/ejoc.v7i2.8504>
- Pratiwi, Nuning Indah, Rizky Alfian Satria Sandhy, I Wayan Joniarta. (2022). Strategi Komunikasi PhoenixRadio Bali pada Program Siaran Rising Phoenix dalam Menarik Partisipasi Pendengar. *Jurnal Sinestesia*, 12(2), 372-383.
- Rezky, S. F., Hamdani, R., Suherdi, D., Erwansyah, K., Ginting, E. F., & Simangunsong, P. B. N. (2021). Branding UMKM untuk Meningkatkan Potensi Promosi dan Penjualan Secara Mandiri. *Abdimas Iptek*, 1(1), 39–44. <https://doi.org/10.53513/abdi.v1i1.3381>
- Runtuuwu, J., Oroh, S., & Taroreh, R. (2014). Pengaruh Kualitas Produk, Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pengguna Cafe Dan Resto Cabana Manado. *Jurnal Riset*

- Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(3), 1803–1813.
<https://doi.org/10.35794/emba.v2i3.5973>
- Sarfiah, S., Atmaja, H., & Verawati, D. (2019). UMKM Sebagai Pilar Membangun Ekonomi Bangsa. *Jurnal REP (Riset Ekonomi Pembangunan)*, 4(2), 1–189.
<https://doi.org/10.31002/rep.v4i2.1952>
- Setiawati, S. D., Retnasari, M., & Diny Fitriawati. (2019). Strategi membangun branding bagi pelaku Usaha Mikro Kecil Menengah. *JURNAL ABDIMAS BSI Jurnal Pengabdian Kepada Masyarakat*, 2(1), 125–136.