

TRAINING ON PRODUCT DEVELOPMENT AND BRANDING STRATEGY FOR KAMPUNG MANDIRI SUSU SAPI PERAH

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Abstract

Bogor City has the potential for natural, cultural, and culinary tourism, including Thematic Tourism Villages. One of the villages that has the potential to be developed as a tourist destination in Bogor City is Kampung Mandiri, located in Kebon Pedes, Tanah Sareal District, which features a dairy farm in the middle of the city. This village is easily accessible from Bogor and Jakarta, with its main economy coming from livestock and culinary businesses. The community service activities aim to enhance the skills of farmers and brand Kampung Mandiri. The first training conducted was on Developing Dairy-Based Products, and the second was on Branding Strategies for Kampung Mandiri. These trainings were based on prior observations that the community in Kampung Mandiri lacked product variety and understanding of the importance of branding. As a result of the first training, participants learned to create dairy products such as dairy nuggets, milk candies, and milk mochi. In the second training on branding, Kampung Mandiri will use the logo KAMPUSS (Kampung Mandiri Susu Sapi Perah) as its identity and create an Instagram account for branding purposes. The training has proven to enhance the skills of farmers, members of the PKK (Family Welfare Program), and MSMEs in Kampung Mandiri, based on the results of pre-tests and post-tests conducted after the training.

Keywords: Branding, Kampung Mandiri, Milk, Training

INTRODUCTION

Thematic tourism villages have emerged as an important component in Indonesia's tourism landscape, especially in urban areas. These villages are designed to showcase local culture, traditions, and unique attractions, thereby enhancing the overall tourism experience. The development of thematic tourism villages is crucial for promoting sustainable tourism and community engagement, as they often rely on local resources and cultural heritage to attract visitors.

One of the main challenges faced by thematic tourism villages is the low interest from

millennial tourists. Research indicates that strategies need to be developed to enhance the appeal of these villages for younger generations. For instance, Kusumawardhani emphasizes the need for a strategic approach to increase millennial visits through qualitative analysis, including SWOT analysis, which can help identify the strengths, weaknesses, opportunities, and threats specific to thematic tourism villages (Kusumawardhani, 2023).

Additionally, Bastian's research highlights various factors influencing tourist visits to thematic tourism villages, demonstrating that understanding these factors is essential for increasing visitor numbers (Bastian, 2020). Thematic tourism villages represent a dynamic intersection of culture, community, and tourism. Their development requires a multifaceted approach that includes strategic marketing, community engagement, and sustainability practices. By addressing challenges and leveraging local resources, thematic tourism villages can enhance their attractiveness to tourists while promoting cultural preservation and economic development.



Figure 1. Kampung Mandiri

Source: Author's documentation

Kampung Mandiri, located in Tanah Sareal District, Kebon Pedes Village, Bogor City, is one such village with potential to develop into a tourist destination. Its uniqueness lies in the dairy farm situated in the middle of the city, which produces fresh milk that serves as a source of income for the residents. However, sales are limited to the surrounding area due to minimal promotional activities by the locals. Additionally, the products are only packaged in plastic. The milk producers in Kampung Mandiri are not yet aware of the importance of branding in marketing their products. Branding can strengthen a brand's presence and relates to trademarks, visual characteristics, credibility, perceptions, logos, images, impressions, character, and consumer assumptions about the product (Astuti & Ulfah Intan Fauzi, 2021).

Muhammad et al. explain that branding a product increases consumer interest, which can subsequently raise the selling price, thereby potentially providing greater profits (Muhammad et al., 2021).

Based on this information, trainings were conducted for dairy farmers and Kampung Mandiri communities to enhance their knowledge and skills in branding and products developments in Kampung Susu Mandiri Kebon Pedes.

IMPLEMENTATION METHOD

The community service program in Kampung Mandiri implemented using a participatory and collaborative approach, involving communities, lecturers, students, and other partners in identifying, formulating, and implementing sustainable solutions. The program consists of five stages:

1. **Preparation:** Program planning, identifying potentials and issues, coordinating with village officials, and forming the implementation team.
2. **Socialization:** Informing partners and village officials about the training plan and providing necessary equipment.
3. **Training:** Conducting training on dairy product development (milk nuggets, milk candy, milk mochi) and branding strategies, with the support of students from Bogor Tourism School.
4. **Monitoring and Evaluation:** Supervising skill development and residents' businesses, identifying challenges, and providing improvement solutions.
5. **Finalization and Sustainability:** Additional training for program sustainability, establishing external collaborations, and preparing final reports and program publications.

This program aims to empower residents and enhance the economic potential and tourism appeal of Kampung Mandiri. The training activities were held at the Kebon Pedes Village Office, Tanah Sareal District, Bogor City. The branding training took place on Tuesday, October 1, 2024. During this training, participants were able to see firsthand the process of making milk nuggets, milk candies, and milk mochi using milk produced in Kampung Mandiri. The selection of milk nuggets, milk candies, and milk mochi considered the tools that were simple and already available to the participants. The second training on branding strategies and social media application was held on Wednesday, October 16, 2024, in Kebon Pedes Village.

Participants in these training sessions included members of the PKK (Family Welfare Program), MSMEs, and livestock groups. At the end of the first session, they completed a questionnaire assessing the training material and their satisfaction with the session. At the end of the second training, they were given a pre-test and post-test to evaluate their knowledge of the material covered.

RESULTS AND DISCUSSION

The first training activity held was on dairy-based product development on Tuesday, October 1, 2024. The presenters for this training were undergraduate Tourism students under the guidance of Gastronomy lecturer, Mrs. Nisa Rahmadiyah. The first group presented material on milk candy, the second group covered milk nuggets, and the third group presented milk mochi. The students made these products using fresh milk purchased from Kampung Mandiri.



Figure 2. Training Product Development

Source: Author's documentation

After the training, participants completed a provided questionnaire to assess their level of understanding and satisfaction with the conducted training. The questionnaire results indicated that, on average, participants understood and were satisfied with the training provided. The table of questionnaire results can be seen below:

Table 1. Questionnaire Result

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Materi pelatihan menarik dan mudah dimengerti	20	2.00	5.00	4.6500	0.74516
Produk yang diajarkan mudah dibuat di rumah	20	2.00	5.00	4.6000	0.75394
Produk yang diajarkan menggunakan peralatan yang mudah ditemukan	20	4.00	5.00	4.7000	0.47016
Produk yang diajarkan menggunakan bahan baku yang murah	20	4.00	5.00	4.8000	0.41039
Produk yang diajarkan membantu meningkatkan penjualan produsen susu di Kampung Mandiri	20	4.00	5.00	4.6500	0.48936
Produk yang diajarkan bisa menambah pendapatan masyarakat sekitar	20	4.00	5.00	4.6500	0.48936
Saya merasa mendapatkan ilmu baru dengan mengikuti pelatihan ini	20	1.00	5.00	4.5000	0.94591
Saya merasa puas dengan materi yang diberikan	20	1.00	5.00	4.5000	0.94591
Saya merasa senang dengan pelatihan seperti ini	20	4.00	5.00	4.7000	0.47016
Saya mau memberi tahu orang-orang tentang pelatihan yang saya dapatkan	20	4.00	5.00	4.6000	0.50262
Saya akan mengajak orang/teman/keluarga membuat produk yang diajarkan	20	3.00	5.00	4.4000	0.59824
Saya akan hadir apabila diundang mengikuti kegiatan pelatihan dari STP Bogor	20	3.00	5.00	4.6500	0.58714
Valid N (listwise)	20				

Source: Author's own elaboration

The training results showed that the highest mean score was for the statement that participants agreed the taught product used affordable raw materials, with a mean score of 4.8. Meanwhile, the lowest mean score was for the statement "I will encourage others/friends/family to make the taught product," with a mean score of 4.4.

Training on developing products made from milk received very positive responses from participants. They felt that the training was beneficial and could be immediately applied in practice. Participants also gained new insights into products that can be made from milk.

At the end of the training event, Lurah Kebon Pedes, Mr. Muhammad Al Farhan, S.T., M.Si, also expressed his gratitude to the speakers and the Bogor School of Tourism for their assistance in providing the training. He also thanked them for the donation of a "KAMPUSS" billboard at the Kampung Susu Mandiri location and a freezer box that can be utilized by MSMEs to store dairy products from Kampung Mandiri.



Figure 3. Product Development Training Documentation

Source: Author's documentation

The second training activity was held at Kampung Mandiri Kebon Pedes, involving dairy cow business owners from the Kebon Pedes area. The event took place on Wednesday, October 16, 2024, from 09:30 AM to 12:00 PM. The program began with participant registration at the Kebon Pedes Village Office, followed by an official opening, prayer, and remarks from the event organizers.



Figure 4. Training Sessions

Source: Author's documentation

This session began with a pre-test to assess the initial knowledge and skills of participants regarding branding and social media applications. In this training, the first speaker was Mrs. Dewi Puspasari, S.M., M.M. from STIE WIBAWA KARTA RAHARJA, who presented on "Branding Strategies for Building a Business." The second speaker was Mr. Samuel, SST.Par., M.M.Par from Sekolah Tinggi Pariwisata Bogor, who provided material on "Social Media Applications in Building Brand Awareness."

The training covered the importance of branding, or naming, so that products can be recognized by a wider audience, as well as the use of social media to promote products for sale. Kampung Susu Mandiri has already created a branding named KAMPUSS (Kampung Mandiri Susu Sapi Perah). KAMPUSS is expected to become the branding for Kampung Susu Mandiri, making it better known to the public as a village in Bogor that produces fresh milk and operates a dairy farm within the city.



Figure 5. Logo KAMPUSS
Source: Kelurahan Kebon Pedes

The lecture method used in this workshop involved presenting material through PowerPoint presentations discussing the importance of branding and social media, utilizing technology to create engaging photos and content to build brand awareness. After the lecture, workshop participants were given time for a Q&A session with the resource persons to address issues they encountered in the field. In the second training session, participants were also asked about their experiences from both training sessions, and they expressed satisfaction in gaining new knowledge about product development and branding strategies.

The post-test is conducted after the discussion session ends. The post-test is carried out to assess the knowledge and skills of the participants after receiving the presentation of the material from the speaker. Results showed that prior to the training, participants had about 72% knowledge regarding branding and social media, which increased to 85% after the training.

CONCLUSION

The community service program in Kampung Mandiri, Kebon Pedes Village, in the form of training, has achieved significant results. Local dairy products now feature innovative products and more attractive branding. The program has also successfully equipped residents with new skills, which are expected to improve their economic well-being and strengthen community participation.

Through collaboration between residents, higher education institutions, and the government, Kampung Mandiri is now on the right path to developing into a model for sustainable tourism villages and creative enterprises. This program was made possible through a grant provided by the Directorate of Research, Technology, and Community Service, Directorate General of Higher Education, Research, and Technology, Ministry of Education, Culture, Research, and Technology.

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