

Assistance for Packaging, Branding and Marketing through Digital Media with Asset Based Community Development Approach in Sombo Village, Lumajang District

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ABSTRACT

Micro, small and medium enterprises (MSMEs) have a role in economic development, but over time face challenges in business development and marketing. This research aims to help micro, small and medium enterprises (MSMEs) in Sombo Village, Lumajang Regency through assistance in the development of businesses run in the process of packaging, branding, and online marketing. The Asset-Based Community Development approach was used with five stages: inculturation, discovery, design, define, and reflection. The mentoring targets are producers of taro chips, bananas, belantik goats and sheep. This activity was carried out using methods including observation, interviews, and direct assistance. The results of the activity include recommendations for using the latest packaging with the creation of a hygienic, safe and modern brand logo for traders as a packaging process and business branding with the production of chips increasing from 36-200 pcs / week to 50-240 pcs / week. While for belantik is assistance for branding and marketing of goats and sheep by utilizing social media with sales results increasing to 2 times. This was done as a marketing tactic to attract customers' attention which had an impact on increasing sales. The output of the activity is in the form of instructions for making packaging labels, ready-to-use designs, and branding social media accounts. The resulting positive impacts include increased product competitiveness, local economic empowerment, and expansion of marketing networks and local economic development. The development of brand identity through unique logos and packaging and the application of digital marketing strategies are significant novelties in this research.

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INTRODUCTION

Product packaging, branding and marketing is a step that can be taken in improving the competitiveness of local products. Many businesses located in villages produce quality goods but do not understand the importance of good packaging and marketing processes. As a result, the products marketed are less able to compete in a wider market (Ardhanari & Nugrohadi, 2022) . In an increasingly advanced digital era, visual appeal and brand image play an important role in attracting

consumer interest (Sari, Sholihah, & Masali, 2023) . Therefore, assistance and training in terms of packaging, branding and marketing need to be carried out especially for business actors in villages so that their local products are able to compete competitively. (Turangan, 2024)

The utilization of digital media is one of the effective strategies to expand their marketing network. Assistance to business actors supported by providing relevant training (Dicky Wisnu Usdek Riyanto, 2024) . In the packaging process of a finished product is one of the main focuses that need to be considered. Through attractive and informative packaging, it can show the identity of the product and will certainly increase the selling value of the product being marketed. (Hasanah & Pambudi, 2023)

As for good packaging in a product has several purposes and functions including: making the product more beautifully involved which is adjusted to the type of product produced, maintaining product quality and safety, and providing appropriate information from the type of product itself (Maryam & Widjajani, 2023) . In addition, with branding and marketing techniques that utilize social media as a production process will provide effectiveness and efficiency in the business process, expand market networks and create more interaction with consumers. (Sifwah et al., 2024)

Packaging, branding, and marketing assistance was carried out by students as a form of community service. This service was carried out in Sombo Village, a village located on the slopes of Mount Semeru, precisely in Gucialit District, Lumajang Regency, East Java Province. The economy of Sombo village is quite simple with existing business actors, but Sombo village itself is a fairly developed village. Sombo village has potential that, if managed well, will develop further.

Sombo Village has business actors that still need to be developed, as their operational processes are still carried out conventionally, such as leaving goods in local shops and receiving orders from certain parties only. As a result, their marketing reach is very limited. In addition, the payment process is done in cash without using digital technology for the transaction and payment process in their marketing. Another obstacle is that some business actors do not have adequate facilities or vehicles to market their products outside Sombo Village. Another obstacle as an additional challenge is that the production process carried out by business actors is still done manually, such as sealing products with matches or candles. This reduces the efficiency and quality of the production process.

Businesses in Sombo Village are generally managed by individuals or households, consisting of producers of banana and taro chips as well as goat and sheep shearers. Specific constraints among business actors are banana and taro chips producers, which are constrained by accommodation, marketing, and tools. Meanwhile, the belantik almost did not have serious constraints. The purpose of this study is to find out the constraints experienced by business actors in Sombo Village and the steps taken to overcome these problems.

Assistance to MSMEs in Sombo Village using the Asset-Based Community Development (ABCD) approach that focuses on packaging, branding, and digital marketing. This approach emphasizes the utilization of existing local potential and assets so as to optimally empower business actors. In addition, focusing on packaging, branding, and digital marketing can help local products have better visual appeal, improve brand image, and expand marketing networks through social media. Through mentoring and training conducted by students as a form of community service, it is hoped that it can provide benefits and help business actors overcome the obstacles and limitations faced so as to increase product visibility and the local economy in Sombo Village.

Packaging

Product packaging is one of the processes in doing business that can influence consumer decisions to buy. According to Fauziah in Lukman Mile's book, packaging is a process of packaging, packaging a product into and using certain materials that aim to protect the product inside (Mile .L., Sahami .F.M., Mulis, 2018) . Packaging not only functions as a product storage container, but also serves as a tool to attract attention and provide product information to consumers. The information conveyed is informative, by conveying its benefits and uses, accompanied by clear labeling. In fact, through attractive packaging can be a competitiveness of its own against marketed products, especially if the packaging displayed is unique from other products and from the packaging itself will be able to affect the price of a product. (Widiati, 2019)

In addition to maintaining the quality of a product, good packaging also plays a role in attracting consumer interest supported by various colors, shapes, and designs that must be chosen carefully in order to create a positive impression on the product. With the right packaging, products can look more professional, quality, and have a higher selling value. (Mailani et al., 2023)

Packaging is also closely related to efficiency, well-designed packaging will help manufacturers reduce operational costs. Good packaging should also be easy to use packaging to increase comfort in using the product (Fauzan et al., 2023) . Moreover, if the packaging used is environmentally friendly and easy to recycle packaging derived from organic materials. This not only attracts consumers who care about the environment, but shows in protecting the environment. (Arianty & Ariska, 2023)

Branding

Branding is the process of creating identity for a product, service, or company (Prasetyo & Febriani, 2020) . In this case, branding involves various visual elements such as logos, colors, designs. As for non-visual elements such as values, vision, and mission (Chalil, Sari, Ulya, & Hamid, 2020) . The function of branding is to distinguish the products produced from competitors' products, build product recognition by creating an impression in the minds of consumers, and as a promotion of product sales. (Haque-fawzi et al., 2022)

The various elements that exist in branding all work together in creating identity, besides that the customer experience when interacting with the product is also part of branding. In this case, communication between sellers and consumers must be maintained, both directly and through digital media. Thus, good communication will create a strong emotional connection. (Sari et al., 2023)

Branding that is done effectively will have great benefits, as branding can increase consumer confidence, loyalty, product value in the market, products or brands can be more easily recognized by consumers, provide a strong position in the market, and support the marketing of marketed products (Haque-fawzi et al., 2022) . With a strong branding, the company or business will be able to attract many new customers and retain existing customers. this will reflect the quality of the product and maintain the reputation of the business in the long run.

Marketing

Marketing is an effort made by business actors in distributing products sold from producers to consumers by identifying and fulfilling the needs and desires of consumers as oriented towards business profits and results in the long term (Riyoko, 2020) . The main goal is to increase sales and build brand awareness.

In marketing, there are various approaches used, ranging from conventional marketing and modern marketing. Conventional marketing is a marketing process using physical tools and means, such as installing billboards on the street, sticking brochures on the wall, and face-to-face interaction between sellers and buyers. Conventional marketing requires more effort, resources and takes longer to reach a wider market. (Suwitho, 2022)

Meanwhile, modern marketing is a marketing process that utilizes digital media, platforms, and other online channels as marketing techniques and promotes the products or services being sold. This is done by taking opportunities in the development of the business world towards digital and technology. As modern marketing has a wider network coverage and is right on target, in application with digital media it will be able to save promotional or marketing costs carried out online, and establish consistent communication between sellers and consumers (Erwin et al., 2024) . As marketing involves various strategies that support the marketing process itself.

Marketing strategy is a plan or action taken with the aim of increasing sales and making the business better known and of course to attract more customers and create optimal selling value. In its implementation, it is carried out by determining what products to market or sell, why the product is chosen for the business or by determining what products to sell, who is the target market or consumer targeted in the business, where the product is marketed or through direct sales or through a platform in its sales, when marketing is carried out or product promotion is carried out every time

when, and how the product is marketed with its marketing tactics or methods. (Sitio & Simamora, 2019)

There are several elements that are determined in the marketing strategy, the marketing strategy proposed by Jerome McCarthy has 4 elements including: (Ferdinand & Tresyanto, 2020)

- 1) Product strategy, products here include marketed goods and services. Products are marketed by looking at market conditions and what is needed by the market or consumers. Product strategy also needs to be done by adding product variations as different product innovations from existing products.
- 2) Pricing strategy, pricing on marketed products must be considered whether the price set is appropriate and affordable by the community, especially by looking at the target consumers targeted whether the price offered can attract consumers to buy or vice versa. The price must also be appropriate so that it can compete, especially with similar products.
- 3) Promotion strategy, promotion in a business is an important step to take, especially when the product being marketed wants to be better known by consumers as a new and renewable product. The promotion carried out must also attract the attention and interest of buyers so that the promotion can run effectively.

Place strategy, the place in the implementation of the production process needs to be considered to make it easier for businesses to access consumers and the availability of raw materials. Several things are determined by looking at the location of the business establishment, marketing range, inventory, logistics, and transportation.

This research was conducted by taking an approach based on observation, training, and mentoring through community service activities. The community service program was conducted in Sombo Village, Gucialit Sub-district, Lumajang Regency. Before the mentoring activities were carried out, surveys and data collection were conducted by the community service members first through interviews with village officials and through business actors. Respondents or resource persons in this study were taro chips sellers, banana chips sellers and goat or cow belantik. Research in this service uses the ABCD or Asset-Based Community Development approach. There are 5 stages in implementation including inclusion, discovery, design, define and reflection. These stages are derived from Mc Knight's theory and are in line with the stages of research that have been carried out by previous researchers. (Husna Ni'matul Ulya & Ravina Putri Agustin, 2022) .

The first stage of inculturation is the process of recognizing an environment, including the assets, advantages, and potentials of Sombo Village. In its implementation, through an approach by contributing to various activities of Sombo Village residents such as participating in PKK activities, village routines, visits to the homes of Sombo Village residents, posyandu, and especially to MSME actors.

The second stage of discovery was to gather information about the potential of the area in Sombo Village. The third stage is design by explaining the purpose and objectives of the research. The fourth stage of define is the stage of realization of activities from what has been planned and previously arranged. The last stage of reflection is the stage where what has been realized and implemented previously must go through evaluation and monitoring and in its implementation conduct interviews with program targets to accommodate suggestions and feedback. This aims to evaluate the results, outcomes, and impact of the work program activities carried out. In addition, at the reflection stage, the implementation of the follow-up plan that has been made as monitoring of post-assistance activities.

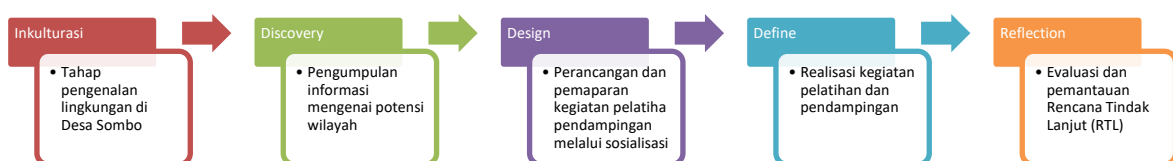


Figure 1: Stages of Implementation of KKN Activities with the ABCD Approach

RESULTS

1. Inculturation Stage

The inculturation stage is the first step in getting to know the people of Sombo Village deeply. At this stage, students who act as mentors need to build a good relationship with the community through adaptation and self-adjustment to the culture, traditions, and habits that exist in Sombo Village. Students must recognize the social and economic patterns of the villagers so that the assistance provided will be more relevant and easily accepted by the community. At this stage, students visited the houses of the village head, hamlet head, RT/RW, youth organization, and Sombo villagers. This was aimed at observing and digging up as much information as possible about the village's natural resources.

The results of interviews and observations from many sources including the village head, village officials, and villagers. The majority of Sombo villagers work as farmers, breeders and sellers. The leading commodities of Sombo Village are coffee, tea, taro, goat and sheep farming and various kinds of family medicinal plants. There are several business actors as sellers of taro chips, cassava chips and goat and sheep belantik as economic activities of the villagers. Students who act as assistants get an overview of what business actors want, as business actors face their marketing problems so that the products marketed are expected to be known to various regions and can increase the income earned as a process of branding and marketing their products.

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2. Discovery Stage

The discovery stage is a stage where students who act as mentors identify assets, potential and identify problems faced by business actors. These assets can take various forms, ranging from local products, processed products that have marketable value, and available resources. At this stage, students conduct dialogue or social relations with the community and business actors of Sombo Village to better understand how the potential that is already owned can be maximized.

In Sombo Village, business actors have successfully developed a taro and cassava processing industry into chips, utilizing the area's superior commodities. This process covers the entire sequence from planting to production. The local community, through home-based industries, has successfully transformed tubers into unique and attractive processed products. Processing yam into chips not only produces a different product, but also increases its economic value. However, to optimize the added value of taro yam, additional inputs are required in the production process.

In addition, the marketing of taro chips and banana chips is already massive in Sombo Village. Goats and sheep are also among the top tier commodities in Sombo Village. This is evident from the number of goats and sheep that reached 5,000.

Based on information obtained during direct observation of business actors, the problems experienced by chip sellers are that the products are not yet known outside the village and have not experienced development in terms of business labels or brands. As for belantik, the decline in demand for sheep and goats due to the economic conditions of the community and the tight competition with belantik who utilize online media.

3. Design Stage

The design stage is a stage where after the village potential has been identified, the next step is to design a strategy to develop and utilize these assets, especially in terms of packaging, branding and marketing of local products. The design stage carried out by students as assistants is carried out through socialization activities attended by the village community and business actors. In

socialization activities, students convey how local assets or products that have been owned by business actors can be further developed which includes visual elements by assisting in making logos as product brand identities, more modern packaging processes with the help of modern tools as well as branding and marketing processes through digital media to expand the reach of product sales, namely through whatsapp media and village Instagram. In addition, students as assistants also provide training on the packaging process, branding and marketing through social media. The purpose of mentoring and training on the packaging, branding, and marketing process is so that the products of business actors in the village can be more widely known and attract more buyers and business actors understand how to maintain quality, efficiency, products and product existence to be better maintained.

4. Define Stage

The define stage is the stage where what has been planned previously is realized. At this stage, assistance and training to business actors in the packaging process focuses on business actors selling banana and taro chips. The assistance and training carried out is by suggesting the purchase of a press and giving examples of how to use a press or sealer as an adhesive in the product packaging process. Which, in the previous production process was still done manually by sealing the packaging through candles and matches. This will certainly reduce the efficiency and effectiveness of the production process they do.

In increasing the attractiveness of sales made and as a branding differentiator between one seller and another. Students assist in making logos for business actors, logos made using the seller's name as an identity that the products sold are their products made in the form of stickers attached to the packaging. As a result, the product looks more attractive.

In addition, assistance to business actors, especially sellers of taro and banana chips. Students provide assistance in the form of infrastructure in order to encourage production and support the development of the business so that it has a better selling value and has a big name for consumers with good quality production results and is suitable for sale. In this case, students provide infrastructure assistance in the form of sealers, banners and stickers to include brands as identity or information on marketed products.

Assistance and training in the branding and marketing process carried out to goat and sheep belantik by assisting in making promotional advertisements through pamphlets that are presented on social media platforms such as Instagram. This is done to increase visibility and market reach so that it can attract more potential buyers. The purpose of marketing digitization is to increase brand awareness which has an impact on increasing sales and revenue. During this time, Belantik only sold livestock in traditional markets. However, the digitalization of marketing can help modernize traditional businesses so that belantik in Sombo Village can keep up with competitors who have switched through social media.

5. Reflection Stage

The reflection stage is a stage of evaluation and monitoring of the process that has been carried out as a follow-up to the implementation of the activity. At this stage, students evaluate all the assistance that has been provided by conducting discussion sessions with business actors. Evaluation of chip sellers is through discussion sessions whether the press or sealer suggested and that has been used can help their production process, the application of logos on each package and on each chip seller whether it provides positive feedback on increased sales after new packaging is introduced as product branding.

The results of the evaluation obtained from the chip sellers, the production process carried out is much more efficient and effective and that their sales can develop better with the production results marketed being more than before. This can be seen from the production results which initially only produced chips within each week of approximately 36 pcs to approximately 50 pcs, and which initially amounted to approximately 200 pcs to 240 pcs each week for the overall total of banana chips and taro chips. This proves that the selling value of these products can increase which has an impact on increasing product revenue. Details of the increase in production quantities are in the following table.

Table 1. Increase in production quantities by sellers and belantik

Product type	Total sales	Total sales	Total sales
Bu Jati's taro chips	June 17 pcs/ every 2-3 weeks	July 25 pcs/2-3 weeks	August 27 pcs/2-3 weeks
Bu Jati's banana chips	June 18 pcs/2-3 weeks	July 25 pcs/2-3 weeks	Month of August 28 pcs/2-3 weeks
Bu Nyoto's taro chips	June 110 pcs/2-3 weeks	July 125 pcs/2-3 weeks	August 130 pcs/2-3 weeks
Bu Nyoto's banana chips	June 90 pcs/2-3 weeks	July 115 pcs/2-3 weeks once	Month of August 120 pcs/2-3 weeks
Mr. Sus's goat and sheep belantik	July 4-5 heads per week	July 7-8 heads per week	Month of August 7-9 heads per week
Pak Nyoto's goat belantik	July 2-3 heads per week	July 3-4 heads per week	Month of August 3-5 heads per week

Source: interviews with chips and belantik business actors

While the evaluation obtained from the goat and sheep belantik is an increase in the number of customers and sales through digital media marketing. The evaluation results obtained that the number of customers and goat sales slowly increased. Where, for customers in previous sales only 1 to 2 customers increased to 3 to 4 customers. As for the sale of goats, which previously only sold 4 to 5 heads, it increased to 7 to 8 heads where sales were made every week.

This was felt by business actors, they said that they felt the benefits and satisfaction felt from the assistance and training provided because of the increased insight into marketing strategies and digitalization that had not previously been obtained by business actors. In addition, the impact of the implementation of assistance on the packaging, branding, and marketing processes for business actors is to increase product competitiveness which has implications for strengthening brand identity. The public as customers will recognize because taro chips products have a distinctive visual identity, making it easier for consumers to recognize and remember the product. Thus, attractive logos and packaging can increase the selling value and competitiveness of village products in a wider market. This also has an impact on increasing the income of a product. Better packaging and branding of the product has the potential to get a higher selling price.

As a local economic empowerment, the mentoring program in Sombo Village increases economic independence. It also has an impact on poverty alleviation in the community. In addition, by developing local businesses and skills, villagers have the potential to increase their income. As an expansion of the marketing network, the mentoring program also provides socialization of product marketing on various social media platforms and e-commerce. With good branding and marketing, it is easier to be accepted by modern markets or e-commerce platforms and the expansion of the marketing network also helps promote Sombo Village as a developed village.

It is also an increase in the confidence of business owners in Sombo Village to feel more confident in marketing their products with a more professional appearance. Higher self-confidence can encourage business owners to be more active in marketing their products, which has the potential to increase sales. If businesses in Sombo Village succeed in increasing sales, this can have a positive impact on the local economy as a whole. The success of business owners can inspire other community members to start or grow their own businesses.

CONCLUSION

The assistance provided in Sombo Village with a focus on packaging, branding, and digital marketing has had a significant impact on local businesses. This program prioritizes the Asset-Based Community Development (ABCD) approach that utilizes local potential to optimally empower the community. The results of this assistance show an increase in the visual appeal and brand identity of local products, which directly affects consumer interest. The packaging process becomes more efficient and modern with the help of a press or sealer, while branding with logos and attractive packaging designs increase product competitiveness in the market. The implementation of digital marketing strategies through social media expands the marketing reach, so the products are better known outside of Sombo Village. This is evident in the increasing number of products produced and sold, both in the taro and banana chips sector as well as goat and sheep belantik. The program has also succeeded in increasing the awareness of business actors on the importance of marketing digitization, strengthening their confidence in marketing their products, and contributing to a more independent and sustainable local economy. These positive impacts have inspired the people of Sombo Village to develop other economic potentials.

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