

Increasing The Value Of Palaniezz Msmes Products Through Re-Branding And Digital Marketing

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Abstract – Community service activities provide knowledge about branding for MSME actors in Dramaga, Bogor Regency. This is intended so that the steps in building a branding strategy can be implemented by the MSME actors concerned so that they can boost sales by maintaining the resilience of their business. The benefits of branding include: increasing consumer interest in products or services, making it easier for companies to gain customer loyalty, providing opportunities for companies to set higher selling prices, and creating a difference between the company's products and products offered by competitors. The method used is descriptive in order to be able to describe each stage in conducting the training. Activities are carried out by helping MSMEs so that their products have better branding through intelligence and assistance in making logos, copyrights, and online marketing. At the end of the activity, many good changes occurred in MSMEs, including the brand's value, which characterizes the production process, which was carried out professionally through video branding. In addition, there is an increase in the quality of product packaging, such as new labels and packaging, as well as maximizing social media. This activity hopes that there will be an increase in profit for MSME partners and that there will be more MSME actors who are aware of the importance of branding to solve existing business problems.

Keywords – Devotiation, Strategy, Business

I. INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector is very influential in the Indonesian economy. Around 64.5 million MSMEs contribute 61.07% to the Gross Domestic Product (GDP) or the equivalent of 8,573.89 trillion rupiahs. MSMEs also play an important role in absorbing labor in Indonesia by absorbing around 97% of the workforce [9]. Micro businesses refer

to companies with a maximum turnover limit of IDR 300 million and greatest assets of IDR 50 million annually. Meanwhile, small businesses have a turnover range of between IDR 300 million and IDR 2.5 billion and assets between IDR 50 million and IDR 500 million. For medium-sized businesses, the turnover ranges from Rp. 2.5 billion to Rp. 50 billion, with assets of Rp. 500 million to Rp. 10 billion [10]. The number of MSMEs is inseparable from the challenges that exist. One of the challenges in the globalization era is brand formation on products or activities branding. Many MSMEs still need to be involved in practice branding to attract customers, such as using business cards, brochures/catalogs, and eye-catching product and packaging designs. On the other hand, several MSMEs raised questions about the benefits of branding, considering the success they experienced with the current conditions [14]. In the era of globalization, branding is one of the aspects that must be built by every business. Branding is a communication activity that aims to strengthen and maintain the company's brand and provide a positive perception to observers or consumers [11]. Branding refers to any term, sign, symbol, including name and design, or a combination of all these elements intended to identify certain goods, services, or groups of sellers and differentiate them from goods or services offered by competitors [11]. Meanwhile, Branding has a broader meaning than just the trade name of a product, service, or company [12]. It involves all the tangible aspects of a brand, including the trade name, logo, visual elements, image, credibility, character, impressions, perceptions, and assumptions that consumers have about the company [19]. If done properly, branding activities can increase sales effectiveness [20]. Through good branding, companies can create a positive impression on users of their products, influencing customers to remain loyal to using them. This also allows the company to get more recognition from the wider community through the company logo and marketing campaigns [18].

Good product quality and an effective marketing strategy are essential to achieve success. Thus, a strong brand and the right marketing strategy are important factors in promoting a product because, without adequate quality, these efforts will be in vain. Consumers who are satisfied with quality products can positively impact increasing sales [2]. Consumers are often more likely to choose a strong brand and are loyal to the same brand. A brand with a strong image can offer quality assurance and a prestigious reputation to build good brand recognition among the public. When a brand has a strong identity, consumers will have more trust in the products offered [3].

Brand strategy can be interpreted as managing all elements related to the brand by considering consumer attitudes. It is also a communication system that manages every point of contact between a product, service, or organization and its stakeholders. The brand strategy directly supports the company's overall business strategy [4], [15]. Meanwhile, *the Brand strategy* includes several important elements, including brand positioning, identity, and personality. In addition, another component covered in *brand strategy* is brand communication [6]. Before preparing to brand, MSMEs need to understand the needs and desires of customers and the prospects of the target market to influence consumers to buy. Besides direct benefits to consumers, brands have benefits for legality, such as legal product features protection [7].

Aim

Seeing the importance of brand identity and also market potential in the digital world, IPB held *Goes to Field Co-Creation 2021*; the service is carried out to provide training to MSMEs around the campus so that they have the knowledge and ability to strengthen brand identity so that they can increase value products produced as well as for effective deployment and marketing training in order to increase sales margins. The long-term goal of this activity is to strengthen Indonesia's independent economy to create shared prosperity.

II. RESEARCH AND METHODOLOGY

IPB *goes to Field The 2021 Co-Creation* in Dramaga District, Bogor Regency has a long-term goal, namely to provide useful knowledge and assistance so that the economy of the village community will increase, especially for becoming group partners in this activity. As for the activities of IPB *Goes to Field Co-Creation*, several activities were carried out with MSME parties to achieve the expected goals, as shown in Table 1 below.

Activity Program	Method	Objective
Provide an understanding of the benefits of social media and commerce in entrepreneurship	Discussion and demonstrations	1. Party MSMEs can take advantage of social media platforms as well as <i>e-commerce</i> so that their products can be better known 2. MSMEs can expand their target consumers
Develop <i>Branding</i> and product creativity	Discussion and demonstrations	1. MSME products are more modern so that they can attract potential customers 2. Products are easier to market
Development product marketing	Tutorials and discussions	SMEs get new customers, Which impact on increase in sales

In order to solve the problems faced by MSMe in the process of IPB program activities, Field Co-Creation 2021 takes several steps to achieve the goal. This activity can be achieved and felt by Candied Nutmeg UMKM in Dramaga District, Bogor Regency, by using the following methods:

1) Tutorial and discussion method

This method aims to obtain solutions to all problems or obstacles faced by MSMEs

2) Demonstration Method

This method aims to provide direct education in the form of practice, and in the future, MSMe will be able to apply this practice.

3) Mentoring Method

This method aims to observe, evaluate, and improve any obstacles during the process of IPB activities *Goes to Field*.

III. RESULTS AND DISCUSSION

IPB *Goes to Field* Co-Creation 2021 has been successfully carried out at one of the MSMEs in Bogor Regency, namely PALANIEZZ, engaged in the food sector selling several candied fruits, one of which is Nutmeg. Implementation of IPB *Goes to Field* The 2021 Co-Creation was carried out by providing training materials and guidance by the field team, while PALANIEZZ as a partner in IPB *Goes to Field* This 2021 Co-Creation. The following is a figure of the visit of IGTF 6 members to UMKM Palaniezz Bogor.



Figure 1. First Assessment to UMKM Palaniezz

The expected results of this activity are the development and marketing of MSME product brands and guidelines for creating brands that attract public interest in MSME products. In addition, it is hoped that there will also be an increase in the ability and knowledge of MSME managers in making branding through implementation *workshops*. Generally, MSMEs are established with more limited capital than large companies. In addition, the limited knowledge level of SMEs causes a lack of understanding of the importance of product brands. Palaniezz MSMe has not realized how important brands are in building public trust in their products.

Before creating a brand, it is important to determine the product to be marketed. Brands must be able to communicate well about the products offered. For example, Palaniezz, as one of the business actors in the food and beverage sector, especially

candied fruit, still maintains the same product name as its processed products. The product processed by MSMEs Palaniezz is candied nutmeg. Pictures of candied nutmeg products can be seen in Figure 2.



Figure 2. Palaniezz Candied Nutmeg Products

Several things need attention when starting to create branding for a product. First, the brand design must be unique, attractive and easily recognized. In addition, it is also important to create a brand that is easy for people to remember and easy to pronounce. Business actors must also consider the elements that differentiate their brand from competitors, even though the products are similar. The program implementation plan was originally planned to be carried out for four weeks according to the activity schedule. Implementation of IPB program activities goes to *Field Co-Creation 2021* was carried out by a field team consisting of 2 supervisors, one teaching assistant, and ten students consisting of the Chair, Secretary, Treasurer, and seven members from the Vocational School of the IPB University, as well as participation from partner MSME administrators. The qualifications of the field team for this program activity are:

- 4) **Have skills in the field of communication.**
- 5) **Have the ability in the field of Entrepreneurship.**
- 6) **Having managerial skills involves controlling teamwork through continuous coordination, supervision, and monitoring.**
- 7) **Have expertise in using and utilizing computers to compile activity reports.**

The design of the mechanism for implementing this activity involves four stages: developing a marketing communication strategy, brand recognition, branding strategy, and training on Palaniezz product branding. Following are the activities or activities of each stage [16]. First, the marketing communication strategy, which means a series of marketing activities aimed at conveying information, influencing or convincing the target market, and reminding them about the company and its products. The purpose of marketing communications is for the market to be willing to accept, buy, and be loyal to the products offered by the company. Preparing a marketing communication strategy using the communication concept presented by Laswell, namely "Who Says What, Which Channel, To Whom With What Effect?" can be applied. This concept refers to important questions in designing effective marketing communications [11]. The following is the initial logo of UMKM Palaniezz.



Figure 3. The initial logo of UMKM Palaniezz

The brand is the most important strategic asset for the company. A strong brand can create value or benefits for customers and the company. A strong brand can differentiate itself from competitors, build customer trust and loyalty, and create additional value for the products offered [17]. A brand can be interpreted as a name or symbol associated with a particular product or service, creating a psychological meaning or association for consumers [8]. Brands provide benefits to producers and consumers

differently. For manufacturers, brands have the benefit of facilitating product management and tracking, providing legal protection for unique features or elements of the product, and functioning as a signal of quality for satisfied customers, so they can easily make repeat purchases in the future. Brands play an important role in facilitating the relationship between producers and consumers, providing trust and satisfaction for both parties and facilitating business processes and repeat purchases [11]. The following is the UMKM Palaniezz logo after being repaired by the IGTF 6 Team.



Figure 4. Improved Logo

Third, *Brand Strategy*. This brand guarantees that the products or services offered will meet the expectations and needs of consumers in various aspects, both functional, emotional, self-expression, and social. Maintaining consumer loyalty, management, and brand management is important for companies [1]. Brand strategy is the management activity of all aspects to establish a brand. Included in brand *strategy* is brand *communication* [2]. It can also be interpreted as a communication system that manages every point of contact between products, services, or organizations and stakeholders and directly supports the overall business strategy. The brand strategy includes several elements, including brand placement, identity, and personality [21].

The fourth stage is training. To maximize the utilization of the branding that has been created, training and coaching are carried out for MSME partners. The training program will be provided in stages and continuously until partners can implement the strategies that have been prepared. By inviting all MSME administrators, training and coaching will be carried out through coordination. In addition, socialization will also be carried out through outreach to MSME members and the surrounding community regarding marketing communications through workshops conducted in partner environments.

The initial IGTF activities were carried out more precisely in the first week of assessment; the condition of the MSMEs who wanted to be assisted had various problems that needed to be fixed, starting from the logo, which was less attractive, and marketing, which was not optimal. While identifying the problems faced by UMKM Palaniezz, several things were seen, namely the need for product information conveyed through packaging labels, logos not by the latest trends, and utilization that had not been optimal in social media and e-commerce.

MSME entrepreneurs often focus more on trading activities and pay less attention to branding aspects [21]. This can be caused by a lack of knowledge, selfishness, or an inability to accept new ideas and be satisfied with current conditions. In marketing communications, it is important to understand that branding has an important role in forming a positive image in the minds of consumers. Therefore, MSME entrepreneurs need to realize how important product branding is in creating a lasting impression in the public's or consumers' minds. Based on these problems, several things have been done, such as creating a new logo, re-creating packaging labels, and reactivating social media and e-commerce, which have yet to be run by MSMEs so far. This situation was analysed, and a solution was sought so that there was already a new design in the first week, and MSMEs already had a structured and informative social media marketing plan. With online marketing concepts or strategies implemented through social media, online business owners will find it easier to quickly get information about their customers. Data about consumer experience obtained through social networks can be used as a basis for making better decisions in the future. After obtaining this data, business owners can use this information to optimize their marketing strategy and improve the consumer experience during the first week as well as fixing the latest logo, followed by submission of MSME social media to maximize the use of the Shoppe system and also create a TikTok social media account. News is also published in the mass media to increase product awareness, in the news there is a process of making food products [13]. Social media aims to view and collect relevant customer data and use this information to make smart business decisions. The following is a social media submitted by the IGTF 6 Team to UMKM Palaniezz.

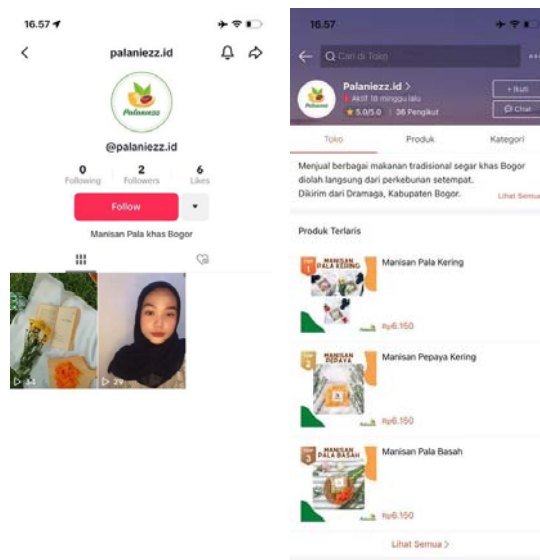


Figure 5. Palaniezz MSME social media

In the next assessment, a product photo shoot was carried out to be disseminated in marketing. The previous product photo looked less attractive due to the lack of lighting, and the position of each variable in the photo was not prepositioned. Hence, the photo results were not optimal and less attractive. At the new shooting, produce photos worth selling and *eye-catching* so that when you look at the photo, it seems to arouse your appetite and interest in buying it arises. Shooting using a mini studio succeeded in making the lighting in the photo as desired. In addition to product photography, SMEs are made public in the media online so that more people know about the product and the process going on in repair branding. The process of shooting UMKM Palaniezz products can be seen in Figure 6.



Figure 6. The process of shooting UMKM Palaniezz

After all the materials needed for online marketing have been collected, all the data is prepared and immediately launched into commerce so that MSMEs in this position already have an online store that is worthy of being visited by many visitors and makes potential buyers comfortable in choosing the products that have been provided. The result of Palaniezz product photography can be seen in Figure 7.



Figure 7. The Final of Photo Product

IV. CONCLUSION

The value of a brand in a product can increase public awareness so that interest in buying becomes higher. Branding right is one of the activities that can increase the product's value. *Branding* can give the impression to consumers that it will lead to loyalty, which increases selling prices. *Branding* will also form the *trust of customers*, so much will multiply the profit and amount of repeat *orders*.

Branding carried out on MSME sweets producers, namely Palaniezz, in the form of changes to the logo, packaging, to product photos. Previously, products from Palaniezz did not have an effective store in attracting customers. So when re-branding occurs, photos of products worth selling and renovating the shop are carried out online to make it more attractive, from product info and product photos to ease of transaction and delivery. Product videos are also made to increase the trust of potential buyers so that visitors can see them online can see the product as if seeing them in person.

Halal in a product consumed is an obligation for Muslims, the majority religion in Indonesia. Seeing this, the product Palaniezz seeks a halal certificate from the MUI. This is also done with various processes, from the feasibility of the production house and the production process to the packaging. It will be better if this Palaniezz product can be included in competitions and bazaars so that it increases the opportunity for an introduction to the public and has many award certificates that increase the product's value.

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