

## Branding Innovation: The Improvement of Small & Medium Enterprises in Desa Sulahan for Specific Commodities

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### Abstract

Sulahan Village is a village that has so much potential, one of which is the upakara or banten snack production house located in the Lumbuan Traditional Village area. The production of upakara snacks has been going on for quite a long time from several previous generations that have been passed down to the present. The purpose of this Real Work Lecture program is to find out how to advance the potential of MSMEs through the application of branding to Upakara Bali Snack MSMEs. The methods used are field observation, interviews, and the application of useful ideas. The result of this community service is in the form of empowerment which aims to make the Upakara Snack MSME business grow and have a wider reach by means of effective and efficient branding, which is expected to increase sales to Upakara Snack MSMEs in Sulahan Village, precisely Lumbuan Traditional Village. For this reason, at the end of this activity, it is hoped that the owner will be able to understand and be able to further expand the marketing reach. Upakara Snack MSMEs can be more innovative and can even compete with existing opportunities.

**Keywords:** Sulahan Village, MSMEs, Branding.

### INTRODUCTION

In Balinese religion, the main elements in each ceremony The main elements in each ceremony are the presence of sampyan (decoration of coconut leaves), fruit, and offerings (Arini, 2022). Some elements of offerings are mandatory since it becomes symbolic of Balinese Gratitude, jajan upakara for instance. There are various type of jajan upakara such as jajan matahari, rengginang, gipang, pekayu kaliadrem. However, Jajan uli and Begina are the compulsory type of jajan upakara (Senimantara *et al.*, 2022). Jajan upakara (Uli and Begina) is specific commodity that is produced by domestic industry which scattered in all Bangli regencies specifically in Desa Sulahan (Widnyana *et al.*, 2020).

In Desa Sulahan is one of the historical village which is developed as the center of government from the era of the ancient kingdoms in Bali (Widnyana *et al.*, 2020). Nowadays with historical evidence in the form of objects and arrangements for implementing community life that is still strong and generally bound, the residents/community still inherit until today. Desa Sulahan has potential commodities which is a production of house for jaja upakara which located in traditional village area, Lumbuan. The production of jajan upakara has been going on for quite a long time from the previous several generations that were passed down to the present (Utama & Paramita, 2022).

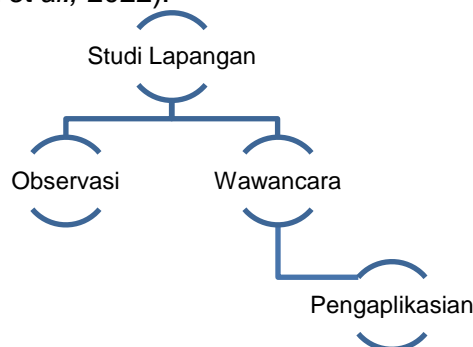
The production of Jajan Upakara is produced by local communities in their property (Widnyani *et al.*, 2022). The marketing strategy of jajan upakara is still konvensional, some traders waiting for the buyer to entrust it to several shops in the Bangli and Gianyar market areas, this is an obstacle in the product sales process which is still simple and this may be one of the things that makes Jajan Upakara less well known to the wider community, especially young people because of the lack of innovation in its branding (Widiaswari, 2020). This happened in most small and medium enterprises (SMEs) which became the backbone of the national economic (Ainun *et al.*, 2023); (Yuninataa *et al.*, 2022). This sector can drive the community's economy and absorb a large number of workers (Halim, 2020).

One of the well-known SMEs among Desa Sulahan, Jik Loling, is a production house for jajan upakara which is located in the area of the Lumbuan Traditional Village. Jik Loling has been around for quite a long time from several generations before and then passed down until now, they produce jajan upakara such as pekayu, begina, jajan matahari, as well as traditional drinks (Widnyana *et al.*, 2020). Jik Loling has good quality products and many kinds of ceremonial snacks but unfortunately, the packaging for Jik Loling MSME products cannot compete with manufactured products (Fuadi *et al.*, 2022). Branding innovation is a solution, we suggest them to change the standar packaging with the modern to improve the marketing of MSMEs products. By improving MSME packaging it is proven to be able to increase marketing, the market segment is increasing, and marketing turnover is increasing so that MSME can be upgraded (Ramadhina & Mugiono, 2022).

This community service program aims to expand the market by creating a barcode link that helps people connect easier to information about the product such as price lists and social media accounts for placing orders.(Umami *et al.*, 2022); (Fuadi *et al.*, 2022). Moreover, this program provides assistance to improve branding products by designing name cards of products and social media. It has a vital role to escalate the sales area and increasing the number of sales.

## METHOD

This community service activity uses an enhancement method for several communities in Desa Sulahan. This activity is begin by doing some observations and interviews with the local community and designing the activities concept and the application of the idea, as can see in figure1. Observation or field study is a term used to describe the process of collecting data or information through direct observation and measurement of the location or object under study. Observation is often used in fields of science such as geology, environment, anthropology, sociology, and other natural sciences. (Triwidatin *et al.*, 2019). Observation aims to obtain accurate and detailed information about the phenomenon being studied and to understand how the phenomenon interacts with the surrounding environment (Ferdiansyah *et al.*, 2022). This observation field is mandatory for the development of science and problem-solving because it will allow researchers to interact directly with the object under study and obtain quality information (Kayatun *et al.*, 2022); (Susanti *et al.*, 2022).



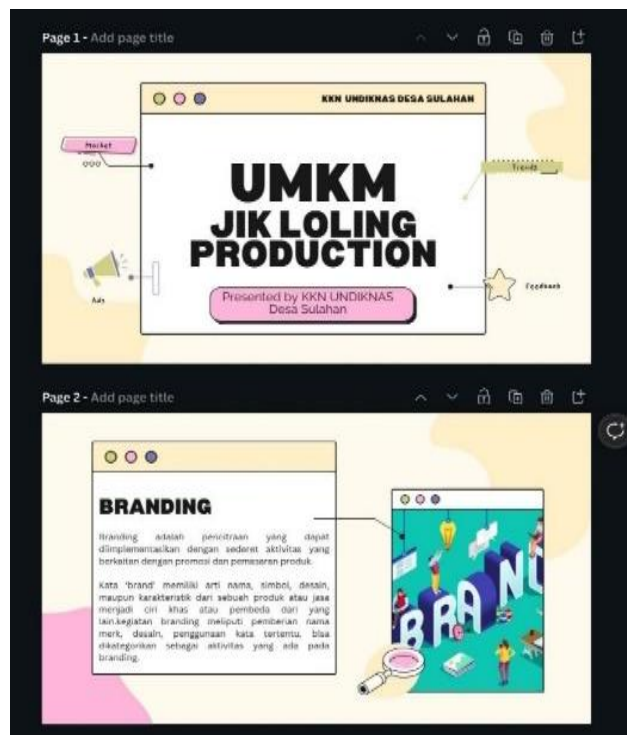
**Figure 1.** Community Services Activities

Observation activities were carried out on January 20, 2023, at the Jik Loling Production House. In addition, field or regional observations are very important for compiling work programs, because the data or information obtained about the condition of the location will greatly influence the successful implementation of the Field Study and direct interviews will be carried out to obtain information about the problems/obstacles faced (Trivaika & Senubekti, 2022). After observing, the author asked permission from the owner of the Jik Loling production house to innovate and apply ideas to increase sales during 2 meetings on January 20 and January 21 2023.

## RESULT AND DISSCUSSION

Branding is an essential part of building the identity of a business, especially for MSMEs (Lukito *et al.*, 2021). Through branding, an MSME can introduce itself and highlight its uniqueness and advantages. Therefore, a work program that contains branding is very important for MSMEs to achieve success in their business (Umami *et al.*, 2022). The communities services program has been prepared and submitted to the owner/owner of the MSME in the form of soft copy (branding material, logo, and website link) and hard copy (name card) is a clear way to help MSMEs introduce themselves and build their identity (Billah *et al.*, 2022).

The branding materials provided provide useful information and guidance for MSMEs in building strong and attractive branding for their target market. A logo that has been prepared will make it easier for MSMEs to describe their identity and make them easier for potential customers to remember. The website link provided also helps MSMEs to expand their reach and reach a wider range of potential customers (Triwidatin *et al.*, 2019). Then, another branding program is providing a Business card for the owner of MSMEs. It will help the owner of MSMEs in interacting and introducing themselves to potential customers. Business cards have a professional and attractive design that will make MSMEs look more convincing and attractive to potential customers. (Yuniar *et al.*, 2022).



**Figure 2.** Branding Material of MSMEs Jajan Upakara

Branding material is very important in building the image and identity of a brand. Figure 2 explains that branding materials cover various aspects, such as logos, slogans, colors, and designs that must be carefully thought out to strengthen the brand image and differentiate the brand from its competitors (Supriyanto *et al.*, 2022). In terms of building strong branding materials, it is necessary to pay attention to the use of good and correct Indonesian spelling in every aspect, especially in slogans and promotional messages that will be conveyed to consumers. (Prutami, 2022). In addition, using professional and correct language can give a professional impression and convince consumers that the brand is serious and of good quality (Choirina *et al.*, 2022). Therefore, companies need to have a creative team that is proficient in Indonesian and understands the importance of correct spelling in building strong and compelling branding materials.

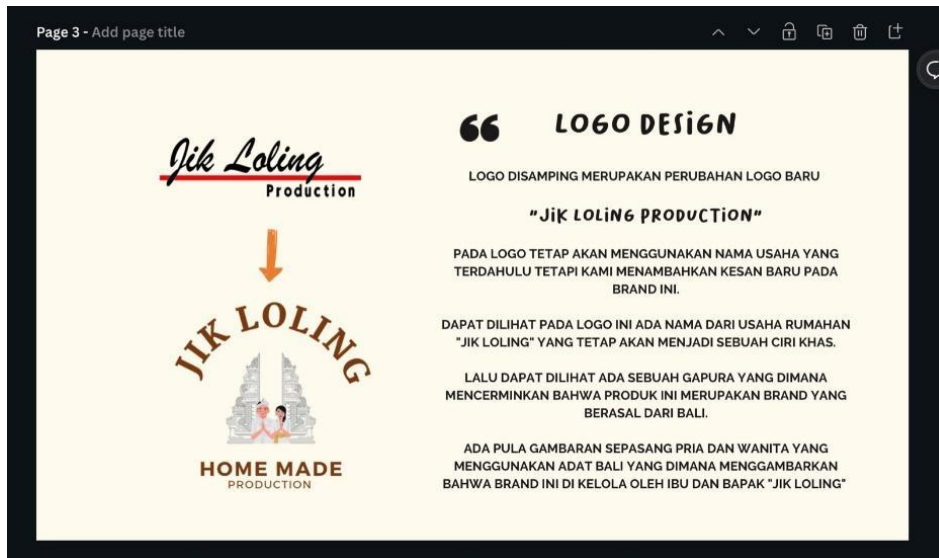


Figure 3. Re-branding Logo UMKM Jajan Upakara

Logo re-branding is an important step in updating the image of a brand, one of which is the MSMEs Jajan Upakara (Figure 3). In carrying out re-branding, companies need to consider various factors, such as the target market, the latest design trends, and the values that the brand wants to represent. (Satriawan *et al.*, 2021). Deciding on the right logo design can have a significant impact on brand image and strengthen its appeal to consumers. Therefore, in re-branding the UMKM Jajan Upakara logo, it is necessary to think carefully about the concept and design that is following the company's vision and mission, while still maintaining the impression that consumers have known before. In addition, it is also necessary to pay attention to the use of good and correct Indonesian spelling in logos and promotions to strengthen a professional and trusted image for the brand (Afroh *et al.*, 2023). The right logo re-branding, can increase its competitiveness in the market and strengthen its brand position in the eyes of consumers.

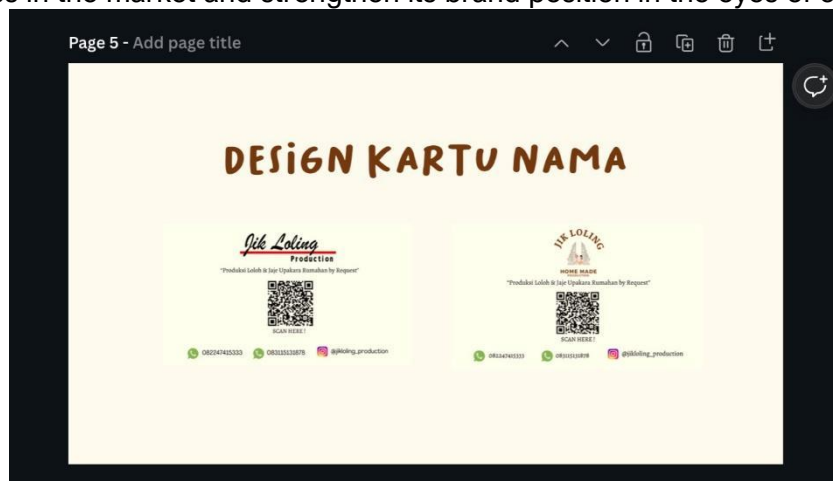
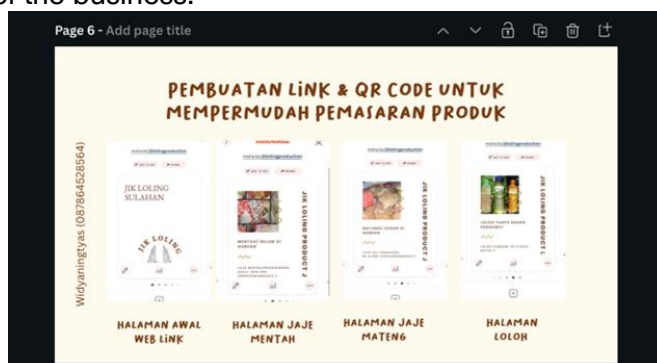


Figure 4. Name CARD UMKM Jajan Upakara

Business cards are an important promotional tool in introducing the identity and business contacts of a company, including UMKM Jajan Upakara (Figure 4). In making business cards, various aspects need to be considered, such as attractive design, clear and easy-to-remember contact information, and the use of good and correct Indonesian spelling. (Billah *et al.*, 2022). The use of good and correct language on business cards is very important to strengthen the professional and trusted image of UMKM Jajan Upakara in the eyes of consumers. In addition, in the design of business cards, it is necessary to pay attention to the use of the right colors and fonts, as well as the use of logos and slogans that match the company's brand identity (Purnama

*et al.*, 2019). Attractive and informative business cards can give a positive impression on consumers and strengthen the attractiveness of the UMKM Jajan Upakara brand in the market. Therefore, companies need to pay attention to the details in making business cards and ensure that the business cards produced are by the company's brand identity and can strengthen the image and credibility of the business.



**Figure 5.** Link Website UMKM Jajan Upakara

The website is one of the most important media in introducing and promoting business, including UMKM Jajan Upakara (Picture 5). Through the website, companies can display information about the products and services offered, the history and vision, and mission of the company, as well as contacts that can be contacted by consumers (Purnama *et al.*, 2019). Therefore, in making a website, it is necessary to pay attention to various aspects, such as an attractive design, an easy-to-understand layout, and the use of good and correct Indonesian spelling (Widnyani *et al.*, 2022). The use of good and correct language on the website is very important to strengthen the professional and trusted image of UMKM Jajan Upakara in the eyes of consumers. In addition, the website also needs to have features that make it easier for consumers to interact with companies, such as contact forms or online orders. With an informative and easily accessible website, it is hoped that UMKM Jajan Upakara can expand its market reach and increase its competitiveness in the current digital era.

Overall, the program which contains the importance of branding and the work program provided is a very important step for MSMEs to introduce themselves and build their identity. By carrying out this work program, MSMEs can ensure that they will appear more professional and attractive to potential customers, which will ultimately help them achieve success in their business.

## CONCLUSION AND RECOMMENDATIONS

The community service activity aims to provide MSMe business grow and have a wider reach through effective and efficient branding, is expected to increase sales to Jajan Upakara in Sulahan Village, specifically the Lumbuan Traditional Village. For this reason, at the end of this activity, it is hoped that the owner will be able to understand and be able to further expand his marketing reach. MSMEs Jajan Upakara can be more innovative and can even compete with existing opportunities.

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