

Community Service in Strengthening the Branding of Gadung Chips MSME Actors in Dander Bojonegoro District

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ABSTRACT

Mbah Kung's grading chips MSMEs need help with many problems, including low utilization of advanced innovation. There needs to be more information regarding brand branding in introducing goods to buyers. Gadung chips MSME actor Mbah Kung is still focused on exchanging goods but must carry out brand branding properly. There is a lack of awareness, exaggerated self-image, fear, and the perpetrator's affinity for innovative thoughts and immediate feelings of pleasure with the approach of the completed exchange. As a lecturer, I help provide solutions by involving students in community service activities, which include socialization and training on branding strategies for Mbah Kung gadung chips MSME products to support business stability and expand market reach. The service method is done directly at Mbah Kung's Gadung chips MSME location. The results of the community service showed that Mbah Kung's Gadung chips MSMEs were happy with the material introduced. They are expanding attention to the importance of using product marking as a guide to the goods being made and preparation for making brand branding with Canva by practicing directly and expanding the ability to create attractive brand branding as desired to make consumers loyal to the products created.

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INTRODUCTION

During the Covid-19 pandemic, MSMEs played a significant role in the prolonged economic crisis in Indonesia. MSMEs are one of the correct business answers to survive even in an emergency (Chusniyah & Fauza, 2022). MSMEs can reach the community, opening jobs and new business opportunities (Irnawati & Anggapratama, 2023). There needs to be more than the mere presence of MSMEs to have creative options. MSMEs themselves cannot be separated from the various points of view contained in the practices of MSMEs themselves. Different points of view, such as promotion, establishment, offices and foundations, business data, associations, legality or licensing, vision and mission, work and supporting human resources, administrative, monetary, and capital angles, as well as business improvement efforts, are essential (Anggapratama, 2023). Therefore, its formation must be coordinated. Moreover, it is organized so that it is believed that MSMEs can become the mainstay of the country's economy (Hardilawati, 2020).

Small, Medium, and Small Enterprises (MSMEs) are essential and vital in developing the Indonesian economy (Jannatin et al., 2020). Its significant contribution to GDP (61.1%), employment (97.1%), and freight (14.4%). This is an effort by the Indonesian Central Bank to make the maximum possible contribution to expanding the role of MSMEs in the economy (Syahriani et al., 2023). So, the MSME development carried out by Bank Indonesia is in line with Bank Indonesia's assigned areas and by Bank Indonesia's vision and mission.

The presence of MSMEs has been felt by the community and individuals who are members of MSMEs. Therefore, to help the progress of MSMEs, the capabilities within the MSMEs themselves must be expanded (Machfuzhoh et al., 2020). Associations of all investors in the public domain must be seen as having the option to help. The perspective, namely branding, often needs to be understood by MSMEs (Rezky et al., 2021). Loyal customers will be motivated by good branding. Organizations with an online deal framework need brand branding with advanced marketing support (Syahputra et al., 2023).

The success of MSMEs in marketing a product is primarily determined by branding (Dewi et al., 2021). With good brand branding, the product has benefits, innovation, technological superiority and economic value in the market that is easily recognized by the public (Irfandanny et al., 2022). So it is easy to achieve excellence in competing with other similar products. Branding strategy is a method for increasing a product's emotional, social and psychological appeal to customers (Swissia & Halimah, 2023). Branding can shape the perception of a brand in the thoughts and feelings of customers who are always loyal and use the product (Rizan et al., 2012).

The public's positive impression of a brand regarding an item is undoubtedly supported by a good image or brand (Anugrah et al., 2022). Meanwhile, a good image or brand needs better recognition so that the public will recognize the item with a positive image or brand. customers (Sopyan et al., 2022). (Saifulloh, 2021) characterizes an image as a psychological description of the buyer's attitude towards an item or idea about an item.

Manufacturers and customers can form strong emotional bonds through product brands (Maryam et al., 2023). The power of branding is to bind customers, thereby conveying business success and product strength in competition (Perwitasari, 2021). Branding is an action to frame the client's view of our identity (Susanti et al., 2018). In the end, branding is necessary for every individual interested in obtaining something from other people through the correspondence process. Branding is presenting an item to make the item known, felt and utilized by the wider community (Hakim & Mulyadi, 2020).

Apart from that, they also do not know the benefits of branding, need information about branding, do not have a positive entrepreneurial spirit, and there is no help from investor foundations to prepare or provide assistance regarding branding techniques for MSMEs (Putri et al., 2023). Moreover, we still need to learn more about advanced advertising using online entertainment to help expand and reach the market for goods made (Elyana et al., 2022). According to (Hastiningsih et al., 2021), displaying interchanges is a complex landscape and data (organization) in the consumer's dynamic framework.

With all the shortcomings that Mbah Kung's Gadung Chips MSMEs have, as scholastics, we are called to lead the preparation of community service for Mbah Kung's Gadung Chips MSMEs. As a local academic, I aim to help provide regulations by further developing branding methodology in making customer connections to MSME items for business progress (Ariyani et al., 2022).

Gadung Chips MSME actor Mbah Kung is an MSME actor in the Dander Bojonegoro sub-district, developing his business potential. By increasing empowerment, which plays a vital role in society and improves individual and collective welfare to achieve sustainable development and improved quality of life

(Shyafira et al., 2023). Based on information provided by the MSME actor Gadung Chips, Mbah Kung has been running his business since 2000.

Looking at these conditions, the problems faced by the SMEs of Mbah Kung's Gadung chips can be distinguished, namely, a need for more understanding regarding the procedures for creating brand branding. Branding as a component of the sales promotion system. The business operations of Mbah Kung Gadung chips MSMEs may need to be improved by this problem.

METHOD

This PKM activity method will use preparation, implementation, and evaluation methods. This method was chosen to convey the concept of brand branding, hoping that MSMEs participating in the training can understand and apply this method. Before the service team delivered material on brand branding, the MSME training participants were introduced to the brand branding application. After that, brand branding community service is delivered in the following stages.

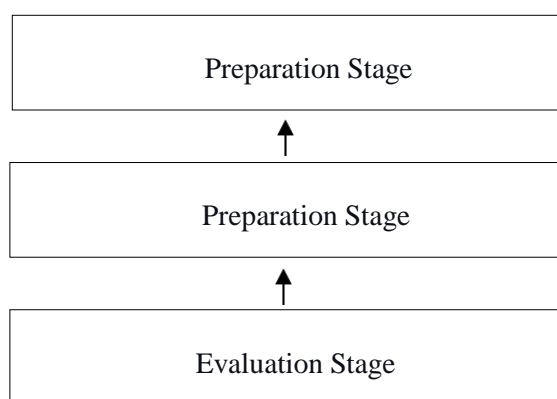


FIGURE 1. Methods

RESULTS AND DISCUSSION

Community service was carried out by the UMKM Gadung Chips Mbah Kung, Karangsono Village RT 12 Dander District, Bojonegoro Regency, East Java. The community service was conducted on September 15-17, 2023, at the Gadung Mbah Kung chips business.

Preparation Stage

Stage of forming a team involved in community service activities for the Gadung Mbah Kung Chips UMKM in Dander Bojonegoro District. The group comprised two Retail Management study program lecturers and 5 Bojonegoro University students. Apart from that, in the preparation stage, we are exploring the needs of the Gadung Mbah Kung Chips MSMEs in Dander Bojonegoro District.

Implementation Stage

Socialization meetings and socialization exercises are conducted using lecture techniques from Bojonegoro University instructors, promoting brand branding to increase the selling price of MSME products. The speaker said that brand marking is done to produce an image that suits the needs of the owner of the goods. Tips are given to broaden buyers' trust, which is essential to make the brand locally acceptable. Apart from that, the digitalization of marketing and labeling of product images will significantly impact new buyers.



FIGURE 2. Brand Materials

In this session, Mbah Kung Gadung chips MSMEs who still need the Canva application are taught how to create and share the resulting branding products on social media. Careful preparation was carried out directly by the presenters at Bojonegoro University and followed by students from the mentoring group so that they would be able to provide insight more quickly and master the material well. Gadung chips MSME actor Mbah Kung is more focused on direct practice in the most advanced way of marking goods through Canva so that the goods he makes are worth promoting. This preparation provides enthusiasm and inspiration for MSME players to leap forward in supporting the organizations they are involved in to help MSME organizational freedom in this era of computerized innovation boost the quality of MSMEs as helpers of the economy.



FIGURE 3. Brand Practice

Evaluation Stage

Evaluation activities are carried out as a continuation of all stages of community service. Training assessments are carried out to determine criticism and reactions from members. Regarding the implementation of community service as a whole, it is hoped that discussions will receive direct feedback regarding the results that can be achieved when participants solve problems. The brand branding results created using the Canva application are used in this evaluation.



FIGURE 4. Practice Result

CONCLUSION AND RECOMMENDATION

Based on the findings, activities related to brand branding help business actors boost the existence of Mbah Kung Gadung chips MSMEs. At first, they needed to learn about branding, which is important in introducing and introducing goods to people in general and potential buyers.

This community service activity can help Mbah Kung Gadung chips MSMEs develop product branding to increase public brand awareness as well as product development and promotion. So, the public in general and potential buyers are more natural and aware of the brand. Compared with other business actors, this is the production result of Mbah Kung Gadung chips MSME players.

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Based on the results of this community service project, it is recommended that further business assistance activities be carried out that utilize the e-commerce platform as a forum for business promotion. This will help MSMEs become more resilient and empowered to move up in class in the national economy.

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