

Brand Creation Training as Product Identity for Fashion Category in Karangayu Market, West Semarang Subdistrict, Semarang City, Central Java Muhamad Syaeful Anwar^{a)}, Lely Afiati, Liesta Verawati

Faculty of Nursing, Business and Technology, Universitas Widya Husada Semarang, Indonesia

^{a)}Corresponding author: muhsyaefulanw@gmail.com

ABSTRACT

MSMEs in Indonesia have experienced positive growth over the past three years and are one of the largest contributors to Indonesia's GDP. In Semarang, especially in the fashion sector at Karangayu Market, many sellers do not yet have a clear brand identity, making it difficult to compete with competitors. Understanding the importance of brand identity is essential to increase competitiveness and attract more consumers. This research aims to enhance the understanding and skills of sellers in Karangayu Market in creating and utilizing brands as identity for their fashion products. The community service activity was conducted on Thursday, March 7, 2024, with partners from the Association of Traders and Services of Karangayu Market, Semarang City. The stages of community service included location surveys, problem identification, presentations on the importance of brand identity, brand creation training, and activity evaluations to ensure the effectiveness and sustainability of the actions taken. This training resulted in an enhanced understanding and skillset among the traders regarding the significance of brand identity. Training participants, such as Dhea and Ana, successfully created brand identities that aligned with their business philosophies and personalities. The established brand identities are expected to be implemented on partner products, contributing to increased sales and consumer awareness. This brand identity creation training effectively assisted Pasar Karangayu traders in establishing strong brand identities. The implementation of this community service activity not only enhanced the traders' skills but is also anticipated to be implemented sustainably to support the success of MSMEs in the fashion sector. A strong brand identity will aid consumers in recognizing and differentiating products from competitors, thereby expanding market reach and enhancing business competitiveness.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia have exhibited remarkable growth over the past three years, establishing themselves as a major contributor to the nation's Gross Domestic Product (GDP) (Febriyantoro & Arisandi, 2018; Mardhiyah et al., 2024; Santoso & Riyanto, 2023). This positive trajectory highlights the crucial role MSMEs play in propelling economic growth (Ludiya & Kurniawan, 2020; Siswanto, et al., 2022). Iskandar and Putra (2022) stated that Indonesia is renowned not only for its natural beauty but also for its creativity and innovation, particularly evident in the diverse MSMEs sector, encompassing culinary, fashion, cosmetics, furniture, and a wide range of other products (Nayoan, 2023). MSMEs play a significant role in fulfilling the needs of the community, creating new job opportunities, and increasing regional income (Irawan & Affan, 2020).

Entrepreneurs need to pay close attention to the market and its dynamics. The knowledge of producers or entrepreneurs about a product to meet the needs and desires of consumers will make consumer purchasing decisions very important, so it is necessary to have a good reputation and create products that can compete with competitors (Andi et al., 2021; Sudirman et al., 2023; Syah, 2013; Wachdijono & Jaeroni, 2021). Therefore, it is necessary to have an observation strategy in determining future business strategies. The most important part of the strategy is the entrepreneur. Effective product marketing is crucial in reaching more consumers, increasing brand awareness, and boosting sales (Verawati & Anwar, 2023). Building brand identity aims to make consumers remember the stores they visit in various ways, such as store names, product prices, discount availability, and customer service (Muhammad, 2023; Suhartini, 2022). Design is essential for creating a unique and memorable brand identity. It involves developing visual elements, such as logos, packaging, and marketing materials, that effectively communicate the brand's message and values (Anik & Wasitowati, 2024). Branding can be particularly beneficial for MSMEs as it helps them differentiate their products from competitors and establish a strong presence in the market. A clear brand identity can reassure consumers about the quality and reliability of MSME products (Christianingrum et al., 2021; Primadewi et al., 2020). Kurniawati et al (2021) explains that a strong brand identity plays a significant role in influencing consumer purchasing decisions. By providing a recognizable and consistent brand image, businesses can make it easier for consumers to identify and choose their products.

Semarang City boasts a dynamic MSME sector with a strong presence in the fashion industry. This competitive landscape drives businesses to innovate and refine their offerings to stay ahead of the curve and cater to the ever-changing tastes of consumers. Suharto et al (2017) emphasize the multifaceted role of traditional markets, which serve not only as commercial hubs but also as community spaces for interaction and social engagement. Traditional markets play a vital role in supporting the local economy. They provide employment opportunities for vendors and support local businesses by offering a platform for them to sell their products. Traditional markets offer affordable goods and services to consumers, particularly those in lower and middle-income groups. Karangayu Market Seller and Services Association faces several challenges, including a lack of labels on their shops or the packaging of the products they sell. This issue is evident in the significant number of usage the plain plastic or clear packaging without any visual appeal detracts from the overall presentation of the products. This can make them appear less attractive and less appealing to potential customers.

Based on previous explanations, it can be concluded that the lack of attention to brand identity among shop owners highlights the need to emphasize its significance in enhancing product recognition and consumer engagement. The team recognized the challenges faced by partners or business owners in creating effective brand identities. They took a proactive approach by providing training and guidance to help them develop strong brand identities for their businesses or products. The training process involved collaboration between the team and partners or business owners. Through consultations, the team helped partners define their brand's philosophy, select appropriate colors, and design a logo that aligns with their

desired brand image. The goal of the brand creation training was to empower partners or business owners to create brand identities that effectively represent their businesses or products and resonate with their target consumers.

METHOD

The activity was conducted on Thursday, March 7, 2024 at 2.30 PM. The community service partner is Persatuan Pedagang dan Jasa Pasar (PPJP) Karangayu, Semarang City, Central Java. The stages involved in carrying out community service were as follows:

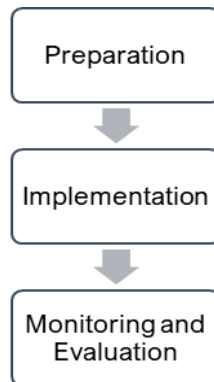


FIGURE 1. Activities Flowchart

- 1. Preparation:**

Survey. The community service team conducted a survey of the community service location regarding the conditions and needs of the Karangayu market seller in Semarang City.

Problem Search.

Gathering materials and equipment. The necessary materials, such as presentation slides, banner, laptop, projector, and handout.
- 2. Implementation**

Presentation. The team recognized the need to educate the seller about the importance of brand identity. They delivered a comprehensive presentation that explained the concept of brand identity, its benefits, and its role in enhancing product recognition and consumer engagement.

Interactive session. To ensure active participation and understanding, the presentation was followed by a question-and-answer session and discussion. This allowed the seller to clarify any doubts and engage in a dialogue with the service team.

Brand creation training. The community service team recognized that the seller needed practical guidance to create effective brand identities for their products. They conducted hands-on training that walked the seller through the process of developing a brand, from defining their brand's core values to designing a logo and selecting appropriate colors and packaging. The training was tailored to address the specific knowledge and skills gaps identified among the sellers. The community service team provided clear explanations, practical exercises, and personalized guidance to ensure that the seller gained the necessary skills to create strong brand identities for their products.
- 3. Monitoring and Evaluation**

The community service team recognized the importance of continuous monitoring to ensure that the training program was being delivered effectively and the participants were actively engaged. They closely observed the participants' reactions, addressed any concerns promptly, and made adjustments to the training as needed. To assess the overall effectiveness of the training program and identify areas for improvement, the team evaluated after the completion of the activity. This involved gathering feedback from the participants through interviews. The evaluation specifically

sought feedback from the seller who were the primary beneficiaries of the training program. Their insight was valuable in understanding the impact of the training and identifying areas where the community service team could enhance their approach in future endeavors. The team encouraged the participants to provide suggestions and recommendations for improving the training program and future community service initiatives. This open-ended feedback was crucial for identifying areas for growth and ensuring that the service team's efforts were aligned with the needs of the community.

RESULTS AND DISCUSSION

The implementation of community service activities for sellers in Karangayu Market, Semarang City, Central Java aims to raise awareness of the importance of brand identity on business products so that the business brand identity is known by consumers. To achieve the objectives of the activities, the stages of the implementation of community service are as follows:

Presentation

In this session, the community service presented a presentation on the definition of a brand and the psychology of color in brands. Christianingrum, et al. (2021) stated the importance of a business having a logo. Murnawan, et al. (2023) explain that brand identity is important for building and strengthening brand image and can help brands differentiate themselves from competitors. After the presentation, there was a question-and-answer session that was lively and engaging. The participants were interested in learning about the importance of brands and color psychology. The community service team was able to provide valuable insights to the participants.



FIGURE 2. Presentation

The questions raised by participants regarding such as, why color is important in branding, what are the advantages and disadvantages of using a personal name as a brand name, why is it necessary to have a brand name philosophy, and what are the implications of choosing the wrong brand size.



FIGURE 3. Question-and-Answer Session

Brand Creation Training

After the presentation, the community service team provided training on brand creation, resulting in the creation of brands for the participants. The community service team guided the participants through the process of brand creation, selecting shapes and colors to achieve the desired results, and explaining each step in the process. Two participants wanted to create brands for fashion products that would be attached to their products.



FIGURE 4. Brand Creation Training

Throughout the brand creation process, the community service team and participants engaged in discussions regarding brand naming, emphasizing the importance of basing the name on the brand identity philosophy. The majority of the participants acknowledged that their products had previously lacked branding. The first participant, Dhea, proposed the brand name “Dhea Collection”, deriving it from her name as the owner of the clothing business. She carefully selected a color palette of three hues: black, gold, and gray, each infused with symbolic meaning for the brand identity. Black represents the seriousness and luxury associated with the business, while gold embodies wealth and prosperity. The inclusion of gray signifies the brand’s commitment to compromise and balance. The harmonious blend of these colors creates a striking and memorable impression, effectively capturing the essence of the brand. Additionally, the shape and size of the brand identity elements are meticulously crafted to convey the brand’s concepts and values, effectively piquing the interest of consumers.

The second participant, Ana, proposed a name for the brand identity, Ana Rini Collection, which means Ana Rini is her name as the owner of the clothing business and the Collection is her fashion business. The color chosen by Ana Rini is three colors: black, red, and white. Here’s the color description: black means luxury; red means strength, energy, and spirit; the last color is white which means purity. The shape and size have a firmness on the brand identity that Ana possesses and affect building the brand image and identity of the undertaking carried out.



FIGURE 3. Brand Identity Creation Results

CONCLUSION

The brand identity that has been created by the community service team is expected to be applied to partner products. This brand identity creation training was well received by partners because it is hoped that with this brand identity, partner brand identities will be recognized by consumers, thus expanding the scope of product marketing. Brand identity creation is used to build the image and identity of the business being carried out. By having a brand identity, consumers can classify products with the same business and differentiate business competitors.

Community service implementation is carried out continuously in different areas and targets. It is hoped that by implementing community service that determines the existence of training activities on brand identity creation, it can form a brand identity that is attractive to consumers and can advance sales for sellers in the Karangayu Market, Semarang City, Central Java.

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