

## Mentoring of Butterfly Pea Flower Processing Business through Brand Rebranding Trade and Game Theory as an Effort to Improve the ASMAN TEMAN SETIA Sawocangkring Economy's

Cindy Taurusta<sup>1,a)</sup>, Indah Apriliana Sari W<sup>2,b)</sup>, Ika Nur Aieni<sup>1)</sup>, Devinatasya Nurtarizka Effendi<sup>2)</sup>

<sup>1</sup>Informatics Study Progam, Faculty of Science and Technology, Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

<sup>2</sup>Industrial Engineering, Faculty of Science and Technology, Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

<sup>a)</sup>Corresponding author: cindytaurusta@umsida.ac.id

<sup>b)</sup>indahapriliana@umsida.ac.id

---

### ABSTRACT

The purpose of this activity focuses on mentoring partners who are a group of processed Telang Flower products in Sawocangkring Village, Sidoarjo. In the previous program, efforts were made to introduce village products through registering business locations on Google Business and Google Maps, as well as registering for Halal Certification. In this increasingly developing digital era, it affects the competitiveness of MSMEs, especially in gaining consumer trust in the products they sell. In this case, partners already have products that are halal certified, but do not yet have a trademark. The problems faced by partners in registering trademarks are that in addition to the lack of understanding of the importance of trademarks, there are several requirements that are difficult to do, for example, creating a logo that will be registered as a trademark. Therefore, this community service program provides mentoring in the field of business management and digital marketing to improve partners' knowledge and skills in managing businesses and marketing products effectively and efficiently. This activity also involves students in off-campus experiences and fulfills lecturers' obligations in community service related to IKU. Thus, this activity can contribute to improving the partner's economy and creating a more sustainable business area.

---

### ARTICLE INFO

#### **Article History:**

*Submitted/Received 14 Aug 2024*

*First Revised 3 Oct 2024*

*Accepted 4 Oct 2024*

*First Available online 21 Oct 2024*

*Publication Date 21 Oct 2024*

---

#### **Keyword :**

*Public service*

*Trademark*

*Public trust*

*Business management*

*Digital marketing*

## INTRODUCTION

Basically, the proposed of this community service (abdimas) is a continuation of the lecturer community service activities and Integrated KKN that have been carried out in the previous 2022/2023 Even Academic Year period. Where the service team has provided assistance to a processed Telang Flower product business group called ASMAN TEMAN SETIA in Sawocangkring Village, Wonoayu, Sidoarjo. The processed product business is chaired by Mrs. Malikatin who is the Chairperson of the Aisyiyah Association / Association in Sawocangkring Village, Sidoarjo.

In the community service activity, the service team provided business assistance because the products of the ASMAN TEMAN SETIA group were not widely known. Some of the processed products such as Lemongrass Ginger Telang (SERJATE) drinks, Dry and Wet Cakes such as Lemper Telang, Lapis, Kue Lumpur Surga, and Magic Powder Drink, all of which are processed products from Telang Flowers. Even though there are so many types of processed telang flowers that are produced, it is very unfortunate because these processed products are not widely known by the public. A good and appropriate marketing strategy is needed to improve the economy of partners and make this business area more sustainable. The initial strategy that has been carried out to introduce this processed butterfly pea flower product is to register the business on Google Maps and Google Business, as well as making some equipment for manual marketing such as installing banners that are installed in front of the village entrance gate. Google Maps itself is a map that can be viewed using a browser (Amri, 2021). Its purpose is none other than as a marker, and also to introducing village products to the community not only those passing through Sawocangkring village, but also all levels of society in Indonesia in particular, if they need information on the location of sales and processing of butterfly pea flowers. Another form of effort that has been made is to register wet cake products to obtain Halal certification, in order to increase consumer confidence and increase competitiveness (Moerad et al., 2023) (Kusumo & Afandi, 2020). A product that does not have a distribution permit such as a Halal and BPOM certificate will reduce public trust and reduce the competitiveness of the product itself. This is in accordance with Naspri et al (N. Nasori, 2022) who stated that the purpose of halal certification is to provide certainty of the halal status of a product as a form of fulfilling consumer rights, on the other hand for producers, ownership of halal certification on products will also increase interest in buying marketed products (Taurusta, 2023).

MUI halal certification is a written fatwa from the Indonesian Ulema Council stating that a product is halal in accordance with Islamic law (Aditya, 2022). Meanwhile, BPOM (Food and Drug Supervisory Agency) is a government agency in Indonesia tasked with regulating, standardizing, and certifying food and drug products that cover all aspects of the manufacture, sale, use, and safety of food, drugs, cosmetics, and other products (DM., MYPurba, 2023). With the MUI Halal certificate and inputting the registration number on the wet cake packaging label, the product is ready to be distributed through online market places or e-commerce such as Shopee and Tokopedia (Warto & Samsuri, 2020). So that it can increase public trust and increase business demand.

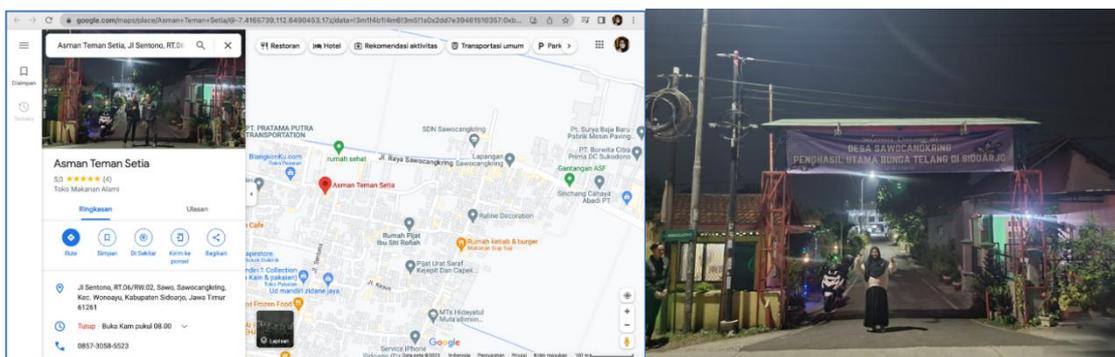


FIGURE 1. Proof of Gmaps and Banner for Previous Community Service



**FIGURE 2.** Proof of Halal Product. Registration for Lumut Ice Product and Wet Cakes

At the closing of the 2022/2023 Integrated KKN activities of the Muhammadiyah University of Sidoarjo, the Chairperson of the Sidoarjo Aisyiyah Regional Leadership (PDA), Mrs. Hj. ST Zubaidah Syafi'i, S.Ag, also gave appreciation to 3 of the 44 Aisyiyah branch products in Sidoarjo Regency which have the most delicious, unique, and best-selling characteristics (figure 3). It is certain that all products exhibited at the closing of the Integrated KKN have received business assistance by lecturers and students in the form of making labels/logos, NIB, and Halal. However, not many have been identified on Google Maps to make it easier for consumers to search. Therefore, it is necessary to carry out filtering and assistance for business registration on Google Maps in this community service.



**FIGURE 3.** Appreciation of Aisyiyah's Effort by The Chairperson of PDA Sidoarjo

The registered product has also never been registered as a Trademark at the Directorate General of Intellectual Property (DJKI). With the achievements of previous activities in the form of NIB and Halal Certification, it can meet the requirements to register a trademark. This trademark registration aims to provide legal protection for entrepreneurs so that their trademarks are not copied and are not misused by competitors (Rahmawati, 2022). In this case, it is specifically for those who do not understand the importance and process of trademark registration, namely the ASMAN TEMAN SETIA business group and the Muhammadiyah and Aisyiyah (MAs) business group. This is evidenced by the absence of a Trademark management assistant in the ASMAN TEMAN SETIA Sawocangkring business group or in MAs Sidoarjo. A trademark is an Intellectual Property Right that has an important function in the world of trade, it not only differentiates between similar goods and/or services, but also functions as a tool to win the competition in capturing the consumer market. (Verawati, 2022).

Conditions where there are still many SMEs, especially in MAs Sidoarjo, that already have trademarks in the form of logos, names, and images (figure 4), but are suspected of having the potential for similarities or even not in accordance with the provisions of Article 24 paragraph (7) of Law Number 20 of 2016. Therefore, it is necessary to provide assistance that begins with ensuring that there are no similar product brand names, creating appropriate logos, registering trademarks, and registering on Google Maps and Google Business Trademark protection is carried out through DJKI.



FIGURE 4. One of The Trademarks of The Aisiyah Branch in Sidoarjo

Business assistance in the form of registration on Google Maps, and also Trademarks are strategies for realizing healthy and legally protected business competition (Game Theory). This Game Theory will focus more on business characteristics and opportunities (Costa & Lourenço, 2023) which may not be widely understood by business actors in the Aisiyah Sidoarjo branch. And by introducing Game Theory and the form of assistance above, it is hoped that business actors can improve the economy and competitive business protection so that they have the opportunity to create jobs, in accordance with Indonesia's SDG goal number. And the sustainability of this program is to help downstream products that have received halal certificates and trademarks. Downstreaming can be in the form of increasing online sales through e-commerce and product exhibitions at important Aisiyah events and in the Village.

The MBKM form of community service activities involving students will later be converted into several Courses or CPMK Study Programs, which means that the lack of achievement numbers is still mandatory to be followed in class. For Informatics students, it will be converted to MK Multimedia Design and Applications, and MK Technopreneur. While Industrial Engineering students will be converted to MK Operational Research, and Analysis

## METHODS

### A. Problems in the Field of Management

1. Trademarks have the potential to have similarities

Stages of assistance (Personal)

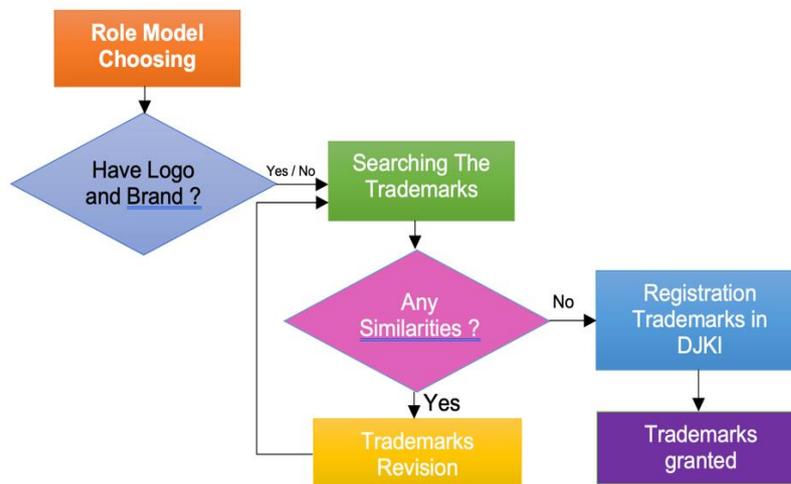


FIGURE 5. Trademarks assistance stages

2. Assistance with NIB and Halal Registratipm → Personal assistance process process

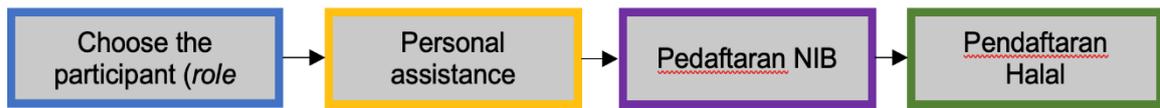


FIGURE 6. NIB registration assistance stages

3. Lack of knowledge about business competition → done through socialization and case studies.

#### B. Problems in the field of Marketing

1. The product is not widely known by the public → Registration on Google Map

The impact if the product is not well known is a limited market share. With existing technological facilities, mentoring will be carried out (not seminars). The mechanism :

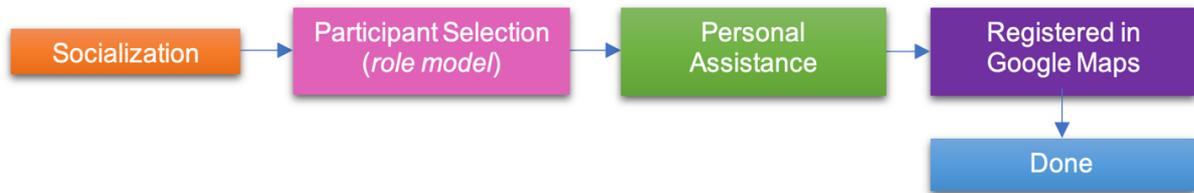


FIGURE 7. Google Map registration assistance stages

Partners involved in this activity will be assisted until the targets proposed above are achieved. Partners are expected to play an active role such as proposing their logos and trademarks and are willing to comply with trademark registration regulations in order to obtain legal protection related to the characteristics of the products they sell. This mentoring activity is certainly not carried out in just one day, but the form of partner education will be held in a seminar activity. From the seminar, the team will then select a minimum of 2 partners to be assisted and funded in trademark registration. As for other partners and as a form of continuation of this activity, partners are welcome to be able to conduct personal consultations at the location as agreed. When this activity has been carried out according to the target above, monitoring and evaluation of achievement will be monitored routinely (especially trademarks), and will be informed to partners. And the sustainability of this program is to help downstream products that have received halal certificates and trademarks. Downstreaming can be in the form of increasing online sales through e-commerce and product exhibitions at important Aisyiyah events and in the Village. Evaluation of the impact of the program will be carried out from before and after the entire activity process is running. The evaluation is carried out by recording changes in product sales data from before to after the halal certificate and trademark are registered, an assessment on Google Business regarding locations that have been registered on Google Maps, where this evaluation is in the form of a questionnaire that will be distributed to partners.

### PRE-TEST

The communities or partners involved in this activity are in the economically productive category, but do not yet understand the importance of consumer trust in the products produced. This consumer trust needs to be built in order to improve quality and competitiveness with other business actors, one of which is by branding products with Halal certification and Trademark registration. Thus, it is felt necessary to provide assistance to these business actors. The assistance provided will be focused on the field of business management, as well as marketing. And the priority problems of partners who need assistance include:

1. The product is not yet widely known by the public.
2. The trademark has the potential to be similar to a competitor.
3. Lack of knowledge about healthy business competition.

## RESULT AND DISCUSSION

The following is evidence of assistance in the Management Field:

1. Providing Game Theory Business Model Concept and Trademarks.



FIGURE 8. Mentoring Seminar on Game Theory Business Model Concept and Trademarks

2. Assistance in Registering NIB, Halal, and Trademarks



FIGURE 9. Assistance in Registering NIB, Halal, and Trademarks

3. Assistance in Creating Logo, Business Permits, and Trademarks at Dinkop dan DJKI.



FIGURE 10. Logo Design for Trademarks Registration



**FIGURE 11.** Assistance with business permits and trademarks at DINKOP and DJKI

## CONCLUSION

Community service activities focus on mentoring partners who are a group of butterfly pea flower processed product businesses in Sawocangkring Village, Sidoarjo. The results of the mentoring aimed at helping partners in addition to developing their businesses, also so that the products produced gain consumer trust. Some forms of mentoring carried out in addition to making banners that are installed at the gate of the partner's location, also introduce partner products through registering Business Locations on Google Business and Google Maps, as well as Halal Certification Registration and also trademarks. Partners already have products that are halal certified, but do not yet have a trademark. The problem faced by partners in registering trademarks is that in addition to the lack of understanding of the importance of trademarks, there are several requirements that are difficult to fulfill for example, creating a logo that will be registered as a trademark. Therefore, this community service program provides assistance in the field of business management and digital marketing to improve the knowledge and skills of partners in managing businesses and marketing products effectively and efficiently. This activity also involves students in off-campus experiences and fulfills the obligations of lecturers in community service related to IKU. Thus, this activity can contribute to improving the economy of partners and creating more sustainable business areas

## ACKNOWLEDGMENTS

The Community Service Partners, Mrs. Malikatin And Mrs. Cina, Expressed Their Deepest Gratitude For The Invaluable Support And Cooperation In This Project. In Addition To Making Them More Confident In Marketing Their Products, It Can Also Increase Customer Trust. In Addition To Being A Promising Income, The Existence Of A Trademark On Several Asman Teman Setia Products Can Add To The Appeal Of The Wider Community.

## REFERENCE

- Costa, N. R., & Lourenço, J. M. G. (2023). Process and Product Optimization Using Game Theory. *ACM International Conference Proceeding Series*, 47–52. <https://doi.org/10.1145/3587889.3587965>
- Kusumo, D., & Afandi, R. (2020). Table Of Content Article information ..... Rechtsidee. *Indonesian Journal of Innovation Studies*, 13(2), 1–12.
- Moerad, S. K., Wulandari, S. P., Chamid, M. S., Savitri, E. D., Rai, N. G., & Susilowati, E. (2023). Sosialisasi Serta Pendampingan Sertifikasi Halal UMKM di Kabupaten Sidoarjo. *Sewagati*, 7(1), 11–25.
- Rahmawati, A. (2022). *Jurnal Abdikarya: Jurnal Karya Pengabdian Dosen dan Mahasiswa E-ISSN: 2655-9706 Vol 5 No 2. 5(2)*, 154–158.
- Warto, W., & Samsuri, S. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98. <https://doi.org/10.31000/almaal.v2i1.2803>.
- Aditya, T. (2022). Pengaruh Sertifikasi Halal, Kesadaran Halal, Dan Bahan Makanan Terhadap Minat Beli Produk Makanan Halal (Studi Pada Mahasiswa Muslim Institut Teknologi Sumatera) (Doctoral dissertation, UIN RADEN INTAN LAMPUNG).
- Amri, M. S. (2011). Membangun sistem navigasi di Surabaya menggunakan google maps API. *Jurnal Teknik Informatika*. Institut Teknologi Sepuluh November Surabaya. Surabaya.
- DM, M. Y., Purba, N. M., Asmalindaa, S., & Saragih, G. M. (2023). Fungsi Dan Peran BPOM Dalam Perlindungan Konsumen Terhadap Makanan Yang Mengandung Bahan Berbahaya Di Kota Pekanbaru. *Jurnal Pendidikan Dan Konseling (JPDK)*, 5(1), 1286-1290.
- Verawati, D. E. (2022). Pentingnya Pendaftaran Merek Bagi Usaha Mikro Kecil Menengah Di Jawa Timur. *Jurnal Abdikarya: Jurnal Karya Pengabdian Dosen Dan Mahasiswa*, 5(2). <https://jurnal.untag-sby.ac.id/index.php/abdikarya/article/view/7250/5125>.
- Warto, W., & Samsuri, S. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98. <https://doi.org/10.31000/almaal.v2i1.2803>.
- Taurusta, Cindy, et al. Enhancing Trust and Market Presence of Butterfly Pea Flower Products through Halal and BPOM Certification: A Case Study of ASMAN TEMAN SETIA, Indonesia. *Indonesian Journal of Cultural and Community Development*, 2023, 14.2.
- N. Nasori, S. Indrawati, E. Endarko, M. Mashuri, G. Prayitno, and A. Rubiyanto, "Pemetaan Usaha Mikro Kecil dan Menengah Jawa Timur menuju Sertifikasi Halal Tahun 2024," *J. Pengabdian Masyarakat*, vol. 6, no. 1, pp. 76–84, 2022, doi: 10.12962/j26139960.v6i1.172.