

Implementation of Branding and Digital Marketing Strategies for Tempe Chips Business in Sawoo Village Ponorogo

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ABSTRACT

The use of technology and the internet in the current era is increasingly developing in various fields, including UMKM in running their businesses. The use of digital technology makes it easier for UMKM, especially in forming product images and marketing these products on social media. However, a lack of understanding regarding product branding and digital marketing by UMKM hinders the development of their businesses. Therefore, the aim of this community service is focused on increasing sales of K-Ngen Tempe Chips UMKM products located in Sawoo Village, District. Sawoo, Kab. Ponorogo. The method used in this research is ABCD (Asset Based Community Development) which is applied through several steps including discovery, design, define, and reflection. With this activity, it is hoped that business actors can understand the use of digital marketing and social media in accordance with current developments and market needs that consumers are interested in in the current era. So that producers can increase sales value and expand product marketing and have product packaging skills that attract consumer purchasing power.

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INTRODUCTION

Micro, Small and Medium Enterprises (UMKM) are one of the activities that increase growth, movement and economic development. The business groups included in UMKM are small to medium business groups. In Indonesia, this group occupies a fairly dominant position due to its large numbers (Fadhilah & Pratiwi, 2021). According to the Central Statistics Agency (BPS), the number of UMKM recorded in 2021 was 65.46 million or 99.9% of all business units in Indonesia. Judging from this data, it proves that UMKM have a big contribution in creating economic growth rates, as a source of income for the community and providing employment opportunities for many workers. Thus, there is a need to strengthen or empower UMKM so that they can develop further and be able to support national economic stability (Agnesia & Saputra, 2022). Several efforts to empower UMKM, apart from increasing production, also need to expand product marketing because in general UMKM in Indonesia have difficulty developing, one of the reasons is that the marketing scale is still narrow (Marsudi, 2022).

The rapid development of digital technology currently opens up opportunities for UMKM to run their businesses, especially in marketing the products/services they offer (Harto, et al. 2019). The right marketing strategy and digital marketing media have important factors for increasing sales profits and achieving the intended targets. This is in line with the opinion of Saleh et al. (2021) which states that UMKM can take advantage of digital marketing to achieve great opportunities, so they can expand product sales through digital media. Apart from that, attractive packaging branding can also attract the product and increase the selling value of the product. In this way, digital marketing methods for promoting a brand or product are more effective and spread quickly (Wijanarko, 2022).

Sawoo Village, Sawoo District, Ponorogo Regency has several UMKM players who still do not have branding packaging and also have not utilized digital marketing as a medium to expand the marketing of their products, one of which is the K-Ngen Tempe Chips UMKM. These UMKM have problems in terms of product packaging and marketing because the packaging branding is simple and still uses transparent plastic packaging so that large outlets such as Alfamart, Indomaret, souvenir shops and others are less interested in looking at it and consumers are less familiar with this product, resulting in the production of tempeh chips. This is not too much because the owner only produces products that are marketed in his area and cannot be reached by the wider community.

Research entitled Socialization of the Application of Digital Marketing to HFHERBS UMKM and Mamayu Sweet Banking in Bengele Village resulted that Kedawung village UMKM Partners have a strong desire or motivation to advance their UMKM, by creating more attractive and innovative packaging logos so they can compete with other products and can be marketed not only in Karawang district but in various cities in Indonesia. So that the implementation of service in Kedawung Village provides assistance and makes logos for packaging for Kedawung village UMKM products, namely opak ketan and rengginang, which are expected to provide good solutions for Kedawung village UMKM, Lemahabang District (Sadiah, 2022).

In connection with the explanation in paragraph 4, both have the same problem in carrying out the marketing process for UMKM in Kedawung Village and Sawoo Village, namely that the promotion carried out to market their products is very weak and does not have an attractive packaging logo so that product marketing and production is still ongoing. limited. The sales model carried out by UMKM for tempe chips in Sawoo Village is also very limited, namely direct deposit to local markets in Sawoo Village due to limited safe packaging methods so that the product cannot be sent outside the city. Considering the large number of competitors for the products produced, apart from having good tasting qualities, there is also a need for special characteristics through labels and packaging of the products produced, so that sales levels can increase.

Current sales can probably be said to be stable because there are definite customers. However, we from the Community Service Lecture group can provide assistance to increase the sales turnover of K-Ngen

Tempe Chips UMKM by utilizing digital marketing through e-commerce and making product labels so that the product has special characteristics that are easily recognized by the wider community, so that later candidates consumers can come from outside the city because the product can last a long time and the manufacturer cannot carry out safe packaging that can be sent outside the city. Based on the situation analysis above, partner problems can be described as follows:

- Promotional activities for the tempeh chips products produced have not been carried out optimally, so there is a need for media as a place to carry out promotions.
- There are many competitors in the surrounding area, so special characteristics are needed through branding, namely product labels and product packaging.
- People are still unfamiliar with the use of technology as a promotional medium and carrying out buying and selling transactions online, so they need assistance with this.

The objectives of utilizing e-commerce and creating product branding to improve marketing strategies in the tempe chip business in Sawoo Village are as follows:

- Assisting UMKM players in utilizing information technology for UMKM production.
- Blinding Shopee and Instagram accounts as a promotional strategy.
- Making UMKM product labels as one of the special characteristics of the product and disseminating information about the products being sold to consumers.
- The increase in sales turnover for tempeh chips production is obtained by utilizing social media and e-commerce.

METHOD

In implementing this work program, the Asset Based Community Development (ABCD) method is used. The Asset Based Community Development (ABCD) approach is one of the methods commonly used to empower communities. Through the ABCD approach, community members are facilitated to formulate a change agenda that they consider important. This method is implemented to ensure that the community has the opportunity to participate as a determinant in this change agenda (Ramadhani, 2022). The ABCD approach is widely used in cases of community empowerment. For example, in empowering tempeh chips UMKM in Sawoo Village, Kec. Sawoo, Kab. Ponorogo. And in this case the researcher is a facilitator for UMKM to build independence in solving the problems they face. Namely problems in terms of digital marketing and making labels as branding for your products. The process in the asset-based community service model or better known as ABCD, has several steps in its implementation, namely Discovery (Assessment), Dream (Dream), Design (procedure), Define (Consolidation of Goals) and Destiny (Self Determination) (LPPM IAIN Ponorogo, 2023). These five processes are the reference for carrying out community service in the UMKM sector in Sawoo Village, the review is as follows:

1. Discovery or better known as the process of reassessing the potential of society. This step is the first step in the ABCD process, by looking back at the work, activities, expertise and skills possessed by each person. The benefit of this assessment is to look again at what potential needs to be identified to support change.
2. Dream is a further step in the form of dreams, aspirations and hopes. This process is a further step in the process of assessing the potential that has been studied in such a way. Providing identification for each person regarding their hopes, dreams and aspirations regarding their potential. This process provides reflection in the form of enthusiasm to make it happen with maximum effort. Implementation of activities at this stage takes the form of socialization and holding focus group discussions to collect information on the hopes and needs of the community and village officials in order to meet the criteria for an advanced village.
3. Design or organize a change plan. The processes or procedures that must be carried out to make dreams come true must be planned carefully and systematically, because structured planning will provide full hope for the realization of hopes and dreams. Implementation of activities at this stage takes

the form of skills training assistance, namely initial assistance and monitoring and evaluation stages of initial activities.

4. Define and destiny is the final process in the ABCD step. Consolidating and affirming the goals to be pursued, motivation is given at this stage to provide enthusiasm and confidence in realizing each person's desires. Once established in one goal, the final process is carried out and applied according to the potential they have, thus providing each person with a conclusion from their various dreams (Hildayanti, 2022).

RESULTS AND DISCUSSION

Implementation of Community Service

In accordance with the Tridharma of higher education which is adhered to by the campus community (lecturers and students), which includes Education, Service and Research. Therefore, both lecturers and students are required to carry out these three things as a basis. Students are people who are considered to have more academic abilities than the rest of society. So this position is used by students to apply the knowledge they have for the benefit of society, especially in village development. The aim of holding this Community Service Lecture is to hopefully play an active role in development. Students can participate in implementing development through various channels, both through non-formal channels, for example through various community organizations, and through formal channels, one of which is through the Community Service Lecture program (Andi & Putra, 2020).

The first step taken by the research group was to make observations at the location occupied as the research location, namely in Sawoo Village, Kec. Sawoo, Kab. Ponorogo. The observations made by the researcher were interviews with several village officials who understood Sawoo Village. From the results of the subsequent interviews, the researcher was able to conclude several community needs which could be used as a priority scale, the main assets owned by the surrounding community. These assets are in the form of Micro, Small and Medium Enterprises, which the research team then conducted observations on several business actors in Sawoo Village. From the results of these observations, the researcher finally decided to develop the K-Ngen Chip Tempe Business which has potential that can be developed through marketing and product labels that can be known by the wider community than through marketing only within the village so that marketing can be carried out to the wider community. through e-commerce platforms and through social media. which aims to be able to develop the business that is owned so that it can open up new job opportunities and reduce the unemployment rate in the surrounding community.

Results of Community Service Activities

In community service activities carried out in Sawoo Village, the researcher took the first step after finding the existing priority scale at the service location, then the researcher made observations of business actors whose businesses had the potential to be developed. After observing several business actors, the researchers found one business that could be developed and required assistance regarding procedures for using e-commerce for marketing and product branding as a product identifier. The aim of providing assistance to the K-Ngen chip tempe business is to provide knowledge and understanding to K-Ngen chip tempe business actors regarding the importance of digital marketing and branding, one of which is by making labels for their business and teaching digital marketing practices by utilizing social networks. to K-Ngen chip tempeh business actors. Due to a lack of knowledge about the world of digital marketing and branding, packaging by UMKM players means that their products cannot reach outside the region so that the resulting sales profits do not grow rapidly.

There are several factors why the K-Ngen chip tempe business needs assistance. The first is that the K-Ngen chip tempeh business already has a P-IRT permit and already has halal certification and this chip

tempeh product is a product that does not spoil easily and its marketing can be wider, but the marketing of chip tempeh is only carried out in the local village area because lack of innovation in the marketing aspect and lack of knowledge about how to use digital marketing. Apart from that, business actors pay less attention to aspects of product improvement, namely branding, product standardization, product marketing and production aspects. This can be seen when researchers observe business actors where the products produced are only made and known by the local village community. Seeing these conditions, the research team considered providing assistance to the tempeh chips business in the form of training on the use of e-commerce as product marketing and making product labels as product branding.

Process of Implementing Community Service Activities

The implementation of digital marketing education assistance and the application of product branding is carried out in 3 implementation stages, the first is the observation stage, the second is the educational stage on the use of e-commerce and the application of product branding to business actors, the third stage is assistance on the use of e-commerce, submission of product labels and packing education for product delivery. The services provided during mentoring are in the form of material delivered by the research team, branding in the form of product labels provided by the research team for businesses, as well as facilities and infrastructure.

The first stage carried out was observation of several MSME actors. At this stage the research team made observations on 3 MSMEs, the first being the leaf tempe, chip tempe and shredded business. Of the 3 business actors who were observed, the research team found that there was 1 business that had the potential to be developed, namely the tempeh chips business. This business already has a P-IRT permit and already has halal certification. Apart from that, the products produced have the potential to be marketed via e-commerce platforms. However, business actors can only market their products to local villages because they are constrained by product branding, namely product labels and packaging. Apart from that, the obstacle faced by business actors is the use of e-commerce platforms which are used for product marketing. So in the next stage what the research team carried out was to provide education to business actors.

The next stage carried out by the research team was to provide education regarding the use of social media for branding and product marketing. At this stage the research team conducted education on the procedures and benefits of using social media for MSMEs in accordance with the theory presented by Stockdale, Ahmed, and Scheepers (2012) that identified the benefits of using social media for MSMEs, as follows:

- Creation of sustainable marketing channels.
- Increase in short-term income and long-term sales.
- Decrease in advertising costs by up to 70%.
- Reduction in overall marketing costs.
- Creation of competitive advantage
- Ease of promotion across social media platforms.
- Increased popularity of brands and products.
- Introduction of the organization or company to the community (Purwana, et al, 2017).

After the research team provided education regarding the benefits of using digital marketing for business actors, the next step was to provide assistance with the use of e-commerce, social media and making labels used as product branding. At this stage, the assistance provided by the research team to business actors is the creation of an e-commerce account, namely a shopee account and the creation of an Instagram account as product branding so that the product is easily accessible and known to the wider community. After creating a Shopee account, the steps taken by the research team were to provide education on how

to use Shopee and how to package products outside the city, so that the products sent outside of us are not damaged.

The next stage is to provide education regarding the use of social media as marketing media and products. At this stage, the assistance provided by the research team was the creation of an Instagram account and the procedures for using it. At this stage the research team also created Google Map points which were used to make it easier to access business locations so that they could be easily found by the public, and then the Google Map link was included in the Instagram account bio. And at this stage the research team also submitted product labels because business actors did not yet have product labels to use as product branding on packaging.

The final stage of assistance to business actors is an evaluation regarding the education and assistance that has been carried out. The results of the evaluation of the mentoring activities carried out for business actors show that business actors can continue using the Instagram social media accounts and Shopee accounts that have been created. And this mentoring activity can provide great benefits for business actors, namely understanding the use of digital marketing and branding.

CONCLUSION

on the description of the discussion, it can be seen that this service activity can increase understanding for K-Ngen chips tempe business actors that this digital marketing and branding platform can be used to increase sales and marketing of products in the digital era. Increasing the understanding of business actors is carried out in 4 stages, namely observation, education, assistance in the use of digital marketing, and evaluation of activities. The results obtained from this mentoring activity are that business actors already have and understand the use of shopee accounts as sales accounts and Instagram accounts as social media accounts and product branding, and business actors already have product labels that are used as product branding.

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APPENDIX



FIGURE 1. Photo with Tempe Chips Business Owner and community service participants



FIGURE 2. Tempe Chips Manufacturing and Packaging Process



FIGURE 3. Tempeh Making Process