

## Digital-Based UMKM Branding & Marketing Innovation Assistance for Rengginang and Shrimp Cracker Businesses

Nur Rokhmatulloh<sup>1\*</sup>, Khoirul Anwar<sup>2</sup>, Nur Hidayat<sup>3</sup>

<sup>1,2,3</sup>Yudharta University of Pasuruan, Indonesia

\* Correspondence e-mail; Rahmat@yudharta.ac.id

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### Abstract

Throughout the decade of increasingly rapid digital growth, digital technology has been one of the needs and has played a major role in innovating branding and marketing of micro, small, and medium enterprises (MSMEs) in various sectors. Digitalization is part of the development and innovation to change traditional branding and marketing into digital-based marketing in Rengginang and Krupuk Udang businesses. The purpose of community service activities through mentoring the community is to provide insight and skills about product digitalization in the form of labeling and marketing so that the community can innovate and develop products, especially to improve the welfare of the community in Gerongan Village, Kraton District, Pasuruan Regency. The ABCD (Asset Based Communities Development) method is the community service Method, which is structured and based on the needs and potential to develop village communities. The following are the steps used: Local Identification and Analysis (Discovery), Brand Identity Development (Dream), Optimization of Production Practices and Product Quality (Define), Use of Digital Technology and Marketing (Destiny), and Performance Measurement and Evaluation. The results of this community service activity indicate an increase in MSME insight into the importance of digital-based branding innovation and digital marketing, increasing labeling skills, and digitalization of marketing for innovation and development in their businesses.

### Keywords

Branding; Digital; Innovation; MSMEs; Shrimp



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## 1. INTRODUCTION

Indonesia has the second-longest coastal area in the world (Hamzah et al., 2022). Including Gerongan Kraton Village, Pasuruan has a coastline full of natural resource potential that the local community can utilize. According to Law No. 1 of 2014 concerning the management of coastal areas and small islands, which includes planning, utilization, monitoring, and control of human activities in the utilization of coastal resources and small islands in a sustainable manner and natural processes to improve community welfare and maintain the integrity of the Republic of Indonesia (Katiandagho, 2020).

However, the community's opportunities to manage natural resources could be bigger. They are less active in marketing, especially in digital form, even though developing natural resources is crucial for improving the community's economy (Rukin, 2020). Society should be able to compete to improve its economy in the digital world (Yusrita et al., 2023). Therefore, society needs to innovate in marketing in the business world. Digital marketing is also a step in developing business management in the market because it helps improve people's businesses (Parameswari et al., 2022).

Micro, Small, and Medium Enterprises (MSMEs) are small businesses that play a major role in improving the economy of the people in Gerongan village (Treasure, 2023), especially the Rengginang and Shrimp Crackers UMKM in the village because Rengginang and Shrimp Crackers are traditional foods in Indonesia that taste crispy and sweet or savory, made from white or black sticky rice in a round shape, choose a size between 6 to 7 cm (Perwitasari, 2021). However, the community in Gerongan Village, Rengginang and Shrimp Crackers make the uniqueness of the coastal area that utilizes natural resources to make Rengginang and Shrimp Crackers, so that they have a new taste in Rengginang and Shrimp Crackers. This will increase income with the potential of the natural resources owned (Agusti et al., 2023).

The purpose of community service activities through mentoring is to provide insight and skills about product digitalization in the form of labeling and marketing so that the community can innovate and develop products, especially to improve the welfare of the community in Gerongan Village, Kraton District, Pasuruan Regency. Community service activities through mentoring have an impact on improving digital skills and understanding of MSME actors in branding and product marketing, which has the potential to expand market reach to the regional level. In addition, this mentoring helps the Gerongan Village community optimize the potential of their local products further to compete in the digital market and support improving local economic welfare.

## 2. METHODS

The ABCD (Asset Based Communities Development) method is the community service Method, which is structured and based on the needs and potential to develop village communities. The following are the steps used: Local Identification and Analysis (Discovery), Brand Identity Development (Dream), Optimization of Production Practices and Product Quality (Define), Use of Digital Technology and Marketing (Destiny), and Performance Measurement and Evaluation. Community service activities were carried out for 2 months (June–July 2024) in Gerongan Village, Kraton District, Pasuruan Regency. The method applied by the Community Service Team in Gerongan Village, Pasuruan Regency, East Java, to support local product Micro, Small, and Medium Enterprises (MSMEs) through branding and digital marketing is carried out using the ABCD (Asset Based Communities Driven Development) Method which is structured and based on existing needs and potential (García, 2020). The steps are as follows: Identification and Analysis of assets owned by village communities through surveys, Brand Identity Development through socialization and mentoring, Optimization of Production Practices and Product Quality, Practices in the use of Digital Technology and Marketing, and Performance Measurement and Evaluation.

Indicators of success by using a satisfaction questionnaire aimed at MSME owners; this questionnaire uses a response scale of SS (strongly agree), S (Agree), KS (Less Agree), and STS (Strongly Disagree). 1) I support the establishment of digital branding and this MSME marketplace; 2) I am satisfied with the assistance of digital branding and this MSME marketplace; 3) I understand how to use digital branding and this MSME marketplace; 4) With the existence of digital branding and this marketplace, I have great hopes for increasing sales of this MSME; 5) Digital Branding and Marketplace are very effective for future sales

## 3. FINDINGS AND DISCUSSION

### *3.1 The Important Role of Digital Marketing in Increasing Sales*

The ABCD Method used in mentoring digital-based UMKM branding and marketing innovation in Rengginang, and Shrimp Crackers businesses have the following process stages: First, defining and identifying local potential is an important part of creating a successful branding strategy. UMKM can increase the relevance and appeal of its brands by deeply understanding market characteristics and consumer needs. Community Service Team, on July 24, 2024, will conduct

surveys and field studies to identify superior products and those that have the potential to become digital-based MSMEs in Gerongan Village, especially those related to the production of Rengginang and Shrimp Crackers. The survey can be analyzed to study the local market, competitors, and opportunities to develop in the regional market using digital technology in running their business for MSMEs (Noprizal, 2022).

From the results of the identification, it was found that local MSME actors found (Discovery) and tried to create a brand identity that reflects local values that have a very high branding value (Hakim et al., 2023), and product quality can compete to get many consumers (Mardiayanti & Andriana, 2022), and also has the uniqueness of Shrimp Rengginang and Shrimp Crackers which are a special attraction so that local products can be marketed to the world (Sari et al., 2022). In this process, logos, taglines, and other visual elements are created according to the image and preferences of the target market.

The next stage is Dream); MSMEs can increase public knowledge and awareness of their local products through local potential identification activities and planned brand identity development. This is expected to increase the number of followers and positive interactions on social media.

The next stage is Design, Training, and consulting for MSMEs to improve production practices and consistent quality standards. To ensure that the products meet food safety standards, they must be high quality and consistent over time (Sugiarti et al., 2023). Applicable regulations are also needed so that products are protected from damage and labeled according to the standards of the Food and Drug Supervisory Agency Regulation No. 31 of 2018 concerning processed food labels (Seftiono et al., 2022). Also, digital marketing strategies based on market analysis and customer preferences should be developed to increase product visibility and sales and to help MSMEs utilize digital technologies such as social media (Instagram, Facebook), online marketplaces, and e-commerce platforms to expand market reach.

With the existence of superior products Rengginang and Shrimp Crackers as an opportunity for MSMEs in Gerongan Village, it became the object of holding a Community Service Workshop to study the local market, competitors, and opportunities to develop in the regional market by using Innovative technology as branding in digital marketing. The activity was held on July 20, 2024.



(a) Digital Marketing Workshop



(b) Digital Marketing Workshop Closing

**Figure 1.** Digital Marketing Workshop

By holding a digital marketing workshop on July 24, 2024, it is necessary to conduct a survey in every resident's house that has been made a partner in improving MSME businesses as a Follow-up Action Plan (RTL), with the aim that the community can be invited to implement several programs that have been obtained in the workshop so that the planned activities can be realized optimally.



**Figure 2.** Survey of MSMEs Places in one of the residents

The socialization was held on July 24, 2024, to explain the basic needs of Micro, Small, and Medium Enterprises, especially Rengginang and Shrimp Crackers, which are expected to be able to further improve and develop their products by providing digital labels that match the characteristics of the product and also marketed in digital-based market places, especially on social media.



**Figure 3.** Label socialization and social media creation for marketing in MSMEs

MSMEs can improve the efficiency and quality of their products by optimizing the production process based on market analysis and consumer needs. This increases customer satisfaction and the competitiveness of local products in the market.

The next stage is Deliver Manana, where everyone implementing MSMEs needs performance measurement and evaluation, which needs to be monitored periodically for implementing branding and digital marketing strategies. Collecting data on the socio-economic impact on MSMEs and local communities, increased sales, and consumer comments. To provide a comprehensive approach that increases the competitiveness of local small and medium enterprises (MSMEs) and strengthens community efforts through innovation and digital technology that helps the local economy.

MSMEs have successfully reached a wider audience and increased sales using branding and digital marketing strategies, as shown in Figure 5 (Digital-based marketing). Campaign performance analysis shows this strategy effectively increases brand visibility and product appeal. This shows that investment can significantly increase sales and brand awareness. Several indicators measure the satisfaction scale and produce data from 26 partners as follows:

No	Indicator	SS	S	N	TS	STS
1	I support the formation of digital branding and this MSME marketplace	21	3	2		
2	I am satisfied with the assistance provided for digital branding and the MSME marketplace.	22	3	1		
3	I understand how to use digital branding and the MSME marketplace	15	4	3	5	
4	With the existence of digital branding and this marketplace, I aim to increase this MSME's sales.	24	2			
5	Digital Branding and Marketplace are very effective for future sales	23	3			

**Table 1:** Satisfaction Scale Data

The data in Table 1 above shows that partners accept and support the implementation of digital-based branding and marketing innovation assistance. However, not all partners can understand how to use it.

### ***3.2 Strengths and Weaknesses in Implementation***

Although this method is successful, with many supporting data No. 1 above, there are also problems. These include high costs and the need for more resources. MSMEs must continuously evaluate and adjust their strategies to stay relevant and sustainable in a rapidly changing environment.

Therefore, the branding and digital marketing method for local product MSMEs through research and development activities produces positive results for the business and provides a strong foundation for future growth and sustainability (Digdowiseiso et al., 2021). This conclusion underlines the importance of using a planned and strategic approach in building and promoting local brands in the Internet era.

#### **Strength**

**Focus on Local Economic Development:** This KKN activity strongly focuses on developing local MSMEs through branding and digital marketing innovations, increasing local products' competitiveness in the wider market. **Use of Digital Technology:** Students engage in training focusing on digital technology for product marketing, such as social media and e-commerce. This helps MSMEs increase their



online presence and reach new potential customers. Community Empowerment: This activity increases the income of MSMEs and provides new marketing and branding skills to local communities.

### Weaknesses

Access and Infrastructure Limitations: Access to sufficient digital infrastructure in rural areas may need to be improved. This can impact how digital marketing strategies are implemented. Dependence on One-Time Training: If there is no support or continuation after the KKN program ends, the activity may not significantly impact the long term. Challenges in Accepting New Technologies: Local MSME communities may need help adopting and using new technologies daily.

### 3.3. Product Figures

The results and discussion illustrate the implications of the community service program in the following figure:

Digital-based Labeling Assistance for MSMEs



Figure 4. Product Labeling

Digital-based Marketing Assistance on social media for MSMEs

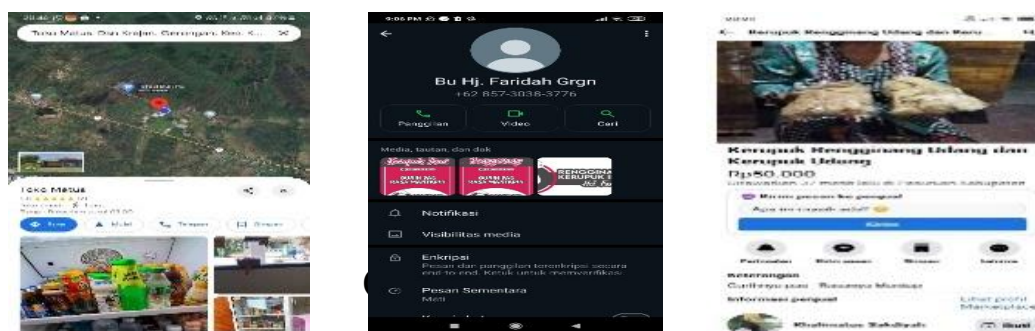


Figure 5. Digital Based Marketing



This service shows a significant impact of the application of the ABCD method in assisting MSMEs through digital-based branding and marketing. The results obtained in assisting Rengginang and Krupuk Udang MSMEs in Gerongan Village, Kraton District, show an increase in insight, skills, and awareness of the importance of digital marketing for local business actors (Purwanti et al., 2023). Previously, several digital-based MSME assistance programs in other areas also showed similar things, such as the success of MSME actors in the digital market not only depending on technology alone but also requiring a branding strategy that reflects local values and identity (Pratama et al., 2023). Digital-based marketing theory emphasizes that branding elements such as logos, taglines, and strong visual identities can increase product appeal in the digital market, as shown by the service implemented in Gerongan Village (Sukmasetya et al., 2023).

According to the theory of MSME development, digitalization helps business actors increase their business scale and expand their marketing network more efficiently. Previous similar assistance, such as that carried out by Kurniawan and his colleagues in the coastal area of the South Coast, highlighted that MSMEs who were given digital marketing skills and assisted in product branding experienced a 20% increase in sales in the first six months (Irawan et al., 2023). This is in line with the ABCD model, which focuses on empowering local assets, developing brand identity, and optimizing digital production and marketing practices in the context of this service (Wan et al., 2020). This step has proven effective in increasing the competitiveness of Rengginang and Krupuk Udang MSMEs in Gerongan Village, especially through the introduction and training of using social media and e-commerce as the main marketing channels.

Furthermore, digital marketing theory states that modern consumers tend to choose products with a strong local identity, which adds value to the product in an increasingly competitive market. Digital branding allows local products such as Rengginang and Krupuk Udang to become more widely known, even in regional markets. The use of social media taught in this mentoring is in line with (Kasapa & Gyan, 2023) view that digital marketing can expand the reach of local products at the national and international levels. The mentoring activities also reinforce the importance of product labeling according to regulations, such as those regulated by the Food and Drug Supervisory Agency (BPOM) (Horn et al., 2022), so that the products produced are safe and trusted by consumers.

This service emphasizes the important role of synergy between digital marketing theory and practice in empowering MSMEs. This comprehensive and local

needs-based program places MSMEs in a more competitive position, allowing the people of Gerongan Village to diversify their sources of income through high-value-added products (Rosari et al., 2024). This approach also contributes to creating a more adaptive and competitive business ecosystem in the digital era while providing concrete evidence that branding and digital marketing innovation can optimally drive local economic sustainability (Bilan et al., 2020).

Digital-based MSME mentoring for Rengginang and Shrimp Crackers products in Gerongan Village shows that branding based on local values can increase consumer appeal and trust, especially when combined with digital marketing. This aligns with the theory of MSME empowerment, which states that a unique product identity based on local culture can create an emotional attachment for consumers, thereby increasing loyalty to the product (Lis & Szyszka, 2020). The uniqueness of local products identified in this mentoring, such as the distinctive taste of Rengginang and Shrimp Crackers processed with local raw materials, has been successfully promoted as a competitive advantage through the right branding strategy (Al-Ababneh, 2022). This step also proves that utilizing regional potential in marketing can provide a stronger identity to the product and, at the same time, increase competitiveness in the market.

From the perspective of the effectiveness of the ABCD method, this approach allows community empowerment to maximize existing local resources while building new capabilities. Unlike conventional approaches emphasizing direct intervention, the ABCD method focuses more on empowering communities to recognize and develop existing potential independently (Mavani et al., 2020). In the context of this service, the training carried out not only provides technical knowledge about branding and digital marketing but also motivates communities to be more independent and proactive in developing their businesses (Rubio-Mozos et al., 2019). This creates a more profound sustainable effect because MSME actors are expected to continue to improve their competence and even share this knowledge with the wider community (Bag et al., 2021).

In addition, this service provides a positive social impact through increasing community involvement in the digital world. With increasing awareness of the importance of digitalization, the community can be more open to innovation and technology adaptation, which can ultimately drive the local economy more widely. In line with the diffusion of innovation theory, the more MSMEs adopt digital technology, the greater the likelihood that the surrounding community will follow this trend, thus creating an inclusive and growing digital ecosystem. This service has

successfully encouraged the community to utilize digital technology to strengthen the economy while preparing them to adapt to market dynamics shifting towards digital.

#### 4. CONCLUSION

From the Community Service activities, implementing branding innovation assistance and digital marketing for UMKM Rengginang and Krupuk Udang products shows positive results in increasing brand awareness, production efficiency, and sales. This process increases insight into the local market and consumer needs while optimizing product visibility through digital and social media. Judging from the satisfaction scale, Success shows that effective branding and digital marketing innovation are very important to support the growth of local product MSMEs. However, problems such as lack of resources and costs must also be considered during implementation. Therefore, to ensure this effort's sustainability and long-term success, knowledge must be increased, adaptive strategies implemented, and continuous evaluation must be implemented. For further service, it is recommended to develop a more in-depth mentoring program focusing on market analysis and more specific marketing strategies for each consumer segment to maximize the effectiveness of MSME digital branding. In addition, further research can consider the use of more varied e-commerce technologies, such as mobile applications and integrated online platforms, and assess their impact on sales growth and consumer engagement in the long term.

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