

## MSME Assistance Through Tempe Product Branding by Opinionjo Village Purwodadi

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### Abstract

Tempe in Parerejo Village, Purwodadi, Pasuruan, has good potential; therefore, in addition to making raw Tempe, Tempe artisans also innovate by processing it into various products, such as tempe chips and Tempe pudding. However, it is known that the problems MSMEs face in Parerejo Village, Purwodadi, are in the promotional media that could be more attractive, and there is a need for more understanding of business actors regarding branding. Community service through mentoring MSMEs aims to empower MSME actors in Parerejo Village and increase public knowledge about branding strategies. The method in this service is CBR (Community Based Research). The results of community service through this mentoring can impact the MSME community in Parerjo-Purwodadi Village by increasing Brand Awareness, building brand image, having an online MSME community, and increasing sales. After this mentoring, MSME participants gain insight into the concept of branding, which can increase product appeal and use relevant advertising techniques to reach a wider audience. Through interactive sessions and direct practice, participants learn how to brand products and utilize digital platforms, including social media.

### Keywords

Branding; MSME Assistance; Tempe.



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## **1. INTRODUCTION**

MSME Assistance is a forum or event to provide education, training, and knowledge sharing to Micro, Small, and Medium Enterprises (MSMEs) about various important aspects of their business development. MSMEs are business units owned by the community that can be carried out individually or as business entities in all economic sectors that can help the country's economy (Lis & Szyszka, 2020). Micro, small, and medium enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet the business criteria with several business-scale employees and a relatively small turnover. They are generally established with limited capital. According to Al-Ababneh (2022), the development of the business world in Indonesia today is getting faster and more rapidly, and it also results in cultural changes. So, organizations must have a culture that distinguishes them from similar organizations.

One of the economic forces supporting the Indonesian economy and regional economic strength is the presence of micro, small, and medium enterprises (MSMEs) (Irawan et al., 2023). National economic development is supported by the growth of people's businesses through micro, small, and medium enterprises (MSMEs). As stipulated in Law No. 20 of 2008 concerning MSMEs, Micro Enterprises are productive businesses owned by individuals and individual business entities that meet the criteria for Micro Enterprises as regulated in this Law (Jaya et al., 2022). MSMEs play an important role in Indonesia's economic activities, especially job creation, household empowerment, and supporting income. MSMEs play a big role in advancing the economy after the 1997 monetary crisis in Indonesia.

MSMEs help the government in reducing the unemployment rate in Indonesia. MSMEs contribute to increasing regional and state revenues. This is because most MSME actors come from home or family industries (Riyanto et al., 2022). The role of MSMEs in the national economy is very large, both in absorbing labor, contributing foreign exchange, and contributing to GDP. The number of MSMEs reaches 99% of all business units in Indonesia. The contribution of MSMEs to GDP reached 60.5%, and labor absorption reached 96.9% of the total national labor application. The number of MSMEs spread throughout Indonesia means that MSME actors have to develop strategies to survive in the midst of competition (Amanda & Nugraha, 2023).

In the digital era characterized by the acceleration of technology and the transformation of consumer behavior, the challenges of building and maintaining strong products are increasingly complex and dynamic. Tijssen et al. (2019) "stated that introducing a new product is the best means of achieving differentiation and

enhancing identity in a business environment." The point of Tijseen is that, nowadays, introducing new products is the best way to achieve differentiation and improve identity in the business environment. Rapid changes in the digital landscape are forcing companies to adapt their strategies to stay relevant and competitive. In this context, the two main components of advertising and branding strategies are crucial in successful product development. The digital marketing trend allows SMEs to welcome the industrial era 4.0 (Irfani et al., 2020). In addition, digital marketing activities will increase sales and profits, expand market share, deepen customer loyalty, and increase competitive advantage (Perwita, 2021).

Through the Ministry of Cooperatives and Small and Medium Enterprises, the Government of Indonesia supports MSMEs that use digital trading systems or e-commerce to conduct marketing (Suminto et al., 2023). Digital transformation involving the integration of technologies such as artificial intelligence (AI), big data analytics, and marketing automation has changed the way companies approach marketing and product development. The ever-evolving digital media, including social media platforms and other digital channels, presents new opportunities as well as challenges in terms of audience targeting and campaign effectiveness. According to Tjiptono & Andrianombonana (2016), "In marketing campaign techniques, design can play an important role in increasing sales and the number of sales. Design can take many forms, such as labels on goods or packaging, posters, brochures, flyers, banners, and websites" (Arli et al., 2015). Digital marketing is a media currently in great demand by the public to support various activities (Lestari et al., 2022).

Brand or brand is the company's identity, distinguishing it from other trademarks. The brand also represents product quality, strategy, and positioning (Hastiningsih et al., 2021). Therefore, a data-based advertising strategy and consistent and authentic branding are becoming increasingly important to create a competitive advantage. A brand can be interpreted as a name that represents the product as a whole. A good brand, in general, will create the impression of a way to communicate the message of a business product to its consumers, both in terms of product quality and product quantity, which is usually called branding (Wardhani et al., 2022). An effective branding strategy in the digital age utilizes advanced data analysis and ad programming techniques to optimize the message's impact. Product branding can also be used as a promotional medium to consumers because products with distinctive characteristics will be brain-mended in the minds of consumers (Sari et al., 2022). Re-branding is also a communication strategy in the field of marketing; using methods such as data-driven marketing and algorithm machine learning, companies can

identify consumer behavior patterns and tailor their campaigns to reach more specific and relevant audiences. This allows companies to improve the efficiency and effectiveness of their advertising and minimize the waste of resources.

Manufacture Brand Identity is very important for a business's product. On the other hand, branding is integral in creating long-term value for the product (Digdowiseiso et al., 2021). Branding involves developing a clear, consistent, and differentiated brand identity from competitors. In the digital context, strong branding requires using a scientific approach to managing brand perception, including applying marketing theories such as image brand and brand identity theory. A brand's strength often lies in its ability to build an emotional connection with consumers, which can influence customer purchasing decisions and loyalty.

The production aspect is an important part of MSME management. Additionally, innovation in digital branding often involves using techniques such as A/B testing to evaluate the most effective visual elements and messages in shaping brand perception (Prahutama et al., 2022). The integration between advertising and branding strategies also includes the application of empirical methodologies to measure the impact of various branding campaigns and initiatives. This approach allows for the assessment of short-term effectiveness and supports the development of a sustainable long-term strategy.

The era of disruption, in fact, provides an open space for changes in the system and social order at large and in all fields, including in the field of digital technology. It is undeniable that this technological disruption, especially in the business world, provides 2 (two) attractive offer options, namely: (1) creating new opportunities or (2) being distorted into a threat in business competition (Jaya et al., 2022). Therefore, to build a strong product in the digital era, companies must adopt a data-based approach and scientific principles in designing and implementing their advertising and branding strategies. This approach includes an in-depth understanding of market dynamics, consumer behavior, and the use of cutting-edge technology and analytical methodologies. In this introduction, we will further explore how theory and practice in advertising and branding can be effectively integrated to support successful product development in the ever-changing digital landscape. On the other hand, the growth of MSMEs continues to increase. Growth in terms of quantity is good, but it must also be balanced in terms of quality that can provide added value (Gunawan et al., 2021).

The competition to get a job is fierce, so opening a business is an alternative to choosing a livelihood. Micro, Small, and Medium Enterprises (MSMEs) are the most strategic national economic sectors and concern the livelihood of many people, so they

are the backbone of the national economy (Atkin et al., 2021). Micro, Small, and Medium Enterprises (MSMEs) are important in improving the Indonesian economy (Saifulloh, 2021). The procurement of MSME assistance at the Legowo Ambangun Projo Hall, Parerejo Village, focuses on the vital role of Micro, Small, and Medium Enterprises (MSMEs) in the local and national economy. Information and communication technology development has brought significant changes in the business world, including in the MSME sector. In today's digital era, the use of branding and digital marketing is a strategic key to improving product quality and competitiveness (Aulia et al., 2024).

In today's digital era, MSMEs need to adapt to technological developments and utilize digital platforms to increase its competitiveness. Digital marketing facilitates sales promotion, such as the use of social media, which is widely used by marketers (Ainis Rohtih et al., 2023). It empowers the community of MSME actors to try the market online or through other options by empowering them to brand superior products. In order to improve product quality and competitiveness, branding and digital marketing should be used as promotional media. In the context of the MSME economy, branding and digital marketing strategies not only increase sales but can also strengthen the position of MSMEs in the local and national markets (Rosari et al., 2024). Business actors can increase public interest in products by using and managing the right digital media. This mentoring aims to provide education on effective advertising and branding strategies and ways to build strong products in the market (Torous et al., 2021). According to Keller & Kotler (2015), "In marketing campaign techniques, design can play an important role in increasing sales and the number of sales. Design can take many forms, such as labels on goods or packaging, posters, brochures, flyers, banners, and websites".

Digital marketing can be a solution to the problems experienced by MSME actors, namely product marketing problems (Brand et al., 2023). Through this assistance, MSME actors can understand the importance of branding as product identity and how digital marketing techniques can help them reach more consumers. MSME actors in Indonesia still need help with many problems, from branding and digital marketing to building their product identity and wider market competitiveness (Lee et al., 2021). This happens because MSME actors need help understanding the brand and use social media accounts to market goods. They still consider their businesses to be run without considering expanding sales (Service & Global, 2023).

According to news from Detik.com, one of the centers that produce tempeh chips in Pasuruan is Parerejo Village, Purwodadi, Pasuruan Regency. The tempeh produced

is a superior product in Parerejo village. Parerejo Village: A village that is only 1 km south of the Purwodadi Botanical Garden. The location is adjacent to Malang Regency. The MSMEs widely found in this village are the majority of processed tempeh producers, even though one of the villages is said to be a temple village because there are many tempeh artisans in the village. There are 240 tempeh artisans spread across three hamlets, Belimbing, Ngaglik, and Paretinep, who process the soybean material. Even when entering this Tempe village, we will find a large monument. The shape blends with the arch. On the left of the Gate is a large white letter, "Kampung Tempe Parerejo Village, Purwodadi Pasuruan District."

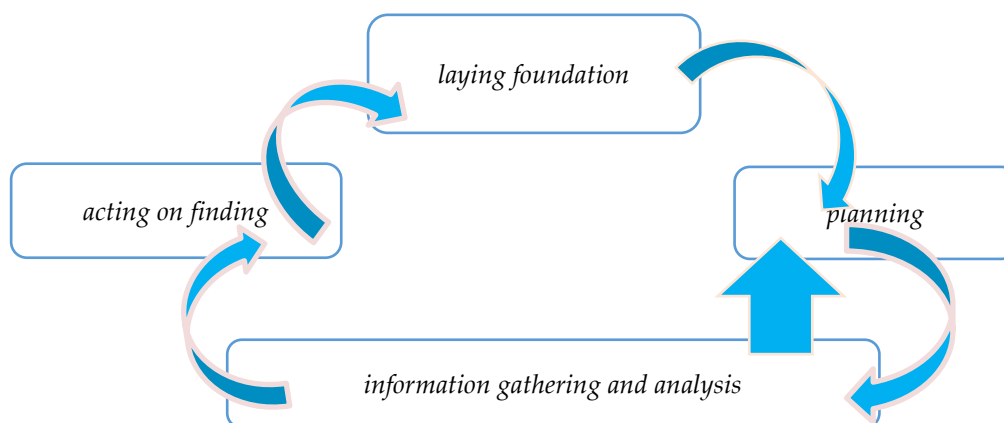
The problems that MSMEs have faced in Parerejo Purwodadi village are less attractive promotional media and a need for more understanding of business actors about branding. This causes these MSME products to be less known by the wider community, and products sell poorly in the market. The benefit of branding for MSMEs is that the products produced by MSME actors will always be remembered by the public or their consumers for a long period. They must master branding to communicate the quality of tempeh production and increase the product's attractiveness.

This mentoring activity also aims to empower Micro, Small, and Medium Enterprises (MSMEs) in Parerejo village and increase public awareness of branding strategies for business actors. By involving experienced resource persons, this mentoring is expected to provide practical insights that can be applied by participants in developing their businesses and encouraging sustainable local economic growth.

## **2. METHODS**

This service was carried out in Parerejo Village, Purwodadi District, Pasuruan Regency, from June 2024 until July 2024. The service method used is CBR (Community Based Research). CBR is a research method used by the community to overcome problems experienced by the community. Community-based Research (CBR) is one of the research methods that use a community-based approach and paradigmatic consequences that rely on the active participation of the community. This approach emphasizes the community's active role in planning, implementing, and evaluating research results. In this case, the researcher is a facilitator, companion, or resource person who plans, implements, and evaluates research programs with the community.

According to Hanafi et al. (2015), there are four stages in Community Based Research: laying the foundation, planning, information gathering and analysis, and acting on finding. The four stages of CBR can be seen in the figure below.



**Figure 1.** The four stages in CBR

*Source: Hanafi et al., (2015)*

The parties involved in the activity "MSME Assistance with the Theme of Building Strong Products in the Digital Era with Strong Advertising and Branding Strategies" are MSME actors in the Parerejo Village area and several Parerejo village officials. In implementing this mentoring, we remember to present speakers who are experts in the field of branding and digital marketing to provide informative and inspiring presentations. This activity was carried out at the Legowo Ambangun Projo Hall, Parerejo Village, Purwodadi District, Pasuruan Regency, with a total of around 43 people. The method of implementing this community service activity is face-to-face mentoring. This method is in the form of socialization so that MSME actors can understand digital marketing well. The goal is to implement a digital marketing system in their business. The stages in this activity are direct surveys, analyzing the needs of MSMEs, and planning marketing development through branding and digital marketing in Parerejo Village. This is expected to encourage the public to acquire knowledge and innovation and develop marketing through branding and digital marketing. The approach method in this activity uses the CBR (Community Based Research) method, which is one of the methods to build a system with decision-making to solve new cases or problems by remembering solutions from old cases by using information and knowledge in the situation. This CBR paradigm emphasizes the importance of community-based in all steps and processes of research-based service.

The CBR (Community Based Research) method is oriented towards partnerships between academic researchers and local communities. The goal is to solve the community's practical problems while generating valid and applicative knowledge (Wibowo & Darsono, 2022). CBR involves: 1) Active Participation: Community members play an active role in the entire research process, from planning to analysis. 2) Problem Solving: Research is designed to solve a problem or meet a need identified

by the community. 3) Usefulness: The research results will benefit the community directly.

Implementation of CBR in Product Development and Marketing Strategy; 1) Goal Determination: Define clear CBR goals related to product development and marketing strategies. For example, the goal could be to understand consumer needs, identify effective branding elements, or test advertising strategies. 2) Community Selection: Identify the target community relevant to the product or service. These communities can be specific market segments, demographic groups, or groups with special interests. 3) Formation of a Research Team: Form a team of researchers, community members, and other stakeholders. Ensure the team has the necessary skills and adequate representation of the community.

### 3. FINDINGS AND DISCUSSION

This assistance results in branding assistance for tempeh products and other processed tempeh products such as tempeh pudding. It is hoped that MSME actors in Parerejo village, especially its flagship product, tempeh, can be more familiar to people outside Parerejo village, especially with other preparations such as tempeh pudding, which in the future is expected to become the iconic of Parerejo village as the Tempe village with some of its processed tempeh. With the processing of tempeh, the researcher assisted by holding assistance with the theme "building a strong product in the digital era with a strong branding strategy."

With this mentoring activity, many MSME actors in Parerejo village began to understand and begin to know the supporting factors for marketing their products to be able to compete with foreign products.



**Figure 2.** Assistance and delivery of branding meters

#### **3.1. Implementation of Activities**

Implementing the program "MSME Assistance with the theme of Building Strong

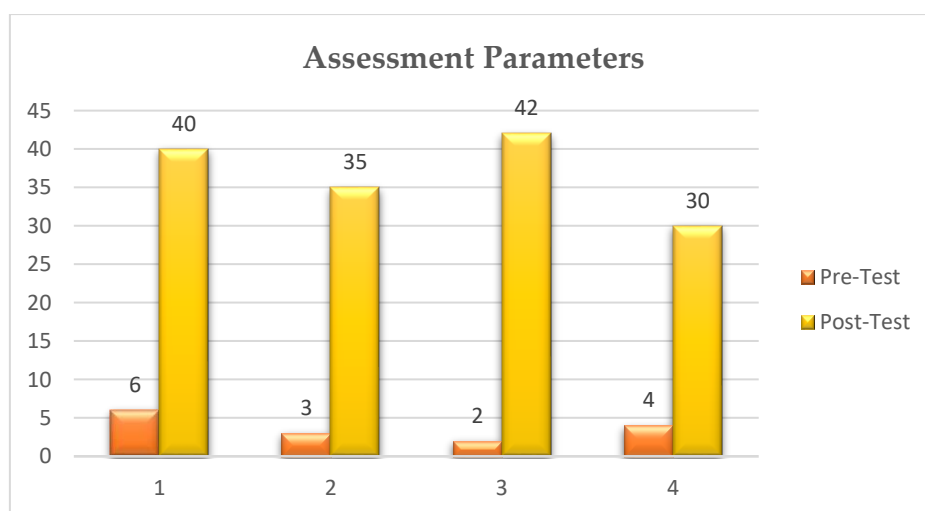


Products in the Digital Era with a Strong Branding Strategy" went smoothly, with several participants attending around 43 people. The evaluation of branding and digital marketing assistance is that there is no follow-up related to mastery of branding and digital marketing, so the participants are expected to be able to apply branding and digital marketing with the material that has been provided without assistance. Assistance is needed because the participants still need to familiarize themselves with the digital world.



**Figure 3.** Parerejo Village MSME Assistance Implementation Team

The results given from this mentoring activity are in the form of a digital marketing and MSME branding module regarding the basics, strategies, and how to implement a digital marketing and MSME branding appropriately according to field conditions; with this module, it is hoped that it can provide digital marketing and MSME branding insights to the community (Hasanah, 2021). The indicators and benchmarks for the success of this activity are an understanding of digital marketing and applying digital marketing in marketing.



**Diagram 1.** Results of Pre-test and post-test assistance of Pasuruan branding meter

From the assessment parameters, it can be seen that MSME actors do not know how to brand their products. This is due to a need for more knowledge related to branding and digital marketing materials. After the participants received the training materials, the participants' understanding increased dramatically. MSME actors have begun to understand how to brand their products. Implementing this mentoring event can provide awareness of the importance of implementing digital marketing and branding for MSMEs in their business ventures.

Puddte product branding assistance activities go directly to MSME actors, who originally used tempeh products only as a side dish or as chips. Hence, the innovation carried out is to modify tempeh into tempeh pudding. Tempeh pudding itself is an innovative product that combines the health benefits of tempeh with the deliciousness of pudding (Yusuf, 2021). To support the concept of a product that is easily known to the public, brand branding is designed to identify this product in the market for consumers; the form of branding is designed according to the following image:



Figure 4. Branding PUDDTE Pudding Tempe



Figure 5. Branding PUDDTE Pudding Tempe

### 3.2. Marketing Strategy Assistance

Marketing strategy is very important for a product to be sold. However, in this

all-digital era, it is very difficult for MSME actors who need to be more skilled or know social media. Therefore, this assistance aims for the MSME community to be more technologically literate and can take advantage of several social media platforms as a marketing tool for their products, such as Instagram, Facebook, WhatsApp, Shopee, etc (Sukmasetya et al., 2023).

With the knowledge and skills gained from mentoring, MSME actors will feel more confident running and developing their businesses. This confidence is important for taking innovative and bold steps in marketing and branding.



**Figure 6.** Branding and Marketing Assistance on Social Media

In this activity, branding and marketing through social media significantly benefit the development of MSMEs in Parerjo-Purwodadi Village. The benefits of Branding and marketing through social media include 1) Increasing Brand Awareness: Through social media, brands can reach a wide audience. With millions of active users daily, the platform allows brands to introduce themselves and raise awareness about their existence. 2) Building Brand Image: Consistency in visual appearance, writing style, and tone of voice helps build a recognizable brand image. Direct interaction with the audience on social media also plays an important role in understanding their needs. 3) Increase Engagement: Social media branding allows brands to interact two-way with their followers. By building an active online community, brands can strengthen their consumer relationships. 4) Increase Sales: By leveraging social media platforms, brands can achieve their marketing goals and increase sales. 5) So, marketing through social media is not just about introducing brands but also building strong relationships with audiences and optimizing sales potential.

#### **4. CONCLUSION**

Micro, Small, and Medium Enterprises (MSMEs) have an important role in improving the Indonesian economy; this is also influenced by digital transformation,

which involves the integration of technology such as artificial intelligence (AI), big data analytics, and automation of social media platforms, and other digital channels, thereby changing the concept of marketing and the way companies market and develop products. Creating Brand Identity is very important for a business's product; branding also functions as an integral element in creating long-term value for the product. Branding involves developing a clear, consistent, and differentiated brand identity from competitors. In the digital context, strong branding requires using a scientific approach to managing brand perception, including applying marketing theories such as brand image and identity theories. A brand's strength often lies in its ability to build an emotional connection with consumers, which can influence customer purchasing decisions and loyalty.

This assistance also provides education on effective advertising and branding strategies and ways to build strong products in the market. Digital marketing can solve the problems experienced by MSME actors, namely product marketing problems. Through this assistance, MSME actors can understand the importance of branding as product identity and how digital marketing techniques can help them reach more consumers. In MSME actors in Indonesia, many problems are still faced, ranging from branding and digital marketing to building their product identity and wider market competitiveness. We thank you for your attention to this article.

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