The Importance of Using Logo Design as a Brand Image in Marketing MSME Products Using Digital Technology in Kelambir V Village

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ABSTRACT

The use of logo design as a key element in branding strategy plays a central role in enhancing the marketing of SME products in the digital era, especially in Kelambir V Village. This research explores the importance of implementing logo design to shape a positive brand image and expand market reach for SME practitioners. Through training, workshops, and the implementation of digital technology, this community engagement program aims to enhance the understanding of SME practitioners regarding the role of logo design in creating visual appeal and strengthening brand identity. Additionally, through collaboration with academic institutions and the village government, the project also aims to improve digital technology capacity at the local level. With a focus on Kelambir V Village, it is expected that the implementation of logo design and digital technology will have a significant positive impact on the marketing of SME products, enhance their competitiveness, and stimulate economic growth at the village level. The results of this engagement can serve as a model for the strategic use of logo design and digital technology in developing SME businesses in a rural context.

Keywords: Coaching; MSMEs; Digital Technology; Logo Design;

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1. INTRODUCTION

Indonesia possesses abundant natural resources in the form of local food. Local food has the potential to serve as a source of diversification in the food supply. Government policies regarding the development of local food are outlined in Law No. 18 of 2012, specifically in articles 41 and 42. Article 41 emphasizes the policy of food diversification, including optimizing local food, developing technology for local food enterprises, and establishing industries based on local SMEs.

There are numerous Micro, Small, and Medium Enterprises (MSMEs) in Indonesia engaged in the production of local food. However, due to the limited adoption of modern processing technologies by all MSMEs, the popularity of local food has not reached the same level as other instant foods. The variety of local foods in Indonesia is extensive, representing traditional culinary specialties from different regions, reflecting the unique local cultures.[1]

Despite the abundant potential of local food in Indonesia, public interest in consuming local food is not yet optimal. This is attributed to the limited use of modern processing technologies in the local food industry, preventing the products from attaining the desired level of prestige. Currently, only a few local foods have high competitiveness, while consumer preferences lean towards the health benefits, food safety, and prestige of the products. To address the shift in consumer preferences, innovation in the processing and packaging of local foods is essential. Processing technology can create various unique and appealing processed products with high added value [2]. Consumers inclined towards instant foods may become more interested in ready-to-eat and unique local foods. Branding is necessary to build a positive image, where the brand encompasses more than just a name and logo but also reflects the company's promises to customers [3].

The importance of information on halal status, production codes, and expiration dates on product labels is also a crucial factor in determining consumer interest in a food product. Thus, the development of local foods must involve innovation in processing technology, packaging, and branding to enhance competitiveness and consumer interest. Branding serves not only as an identity but also conveys values to consumers. A brand creates

a company's promise to provide functional, emotional, self-expression, and social benefits, making the brand unique and distinct from other products in the eyes of consumers. The next step is achieving customer loyalty[1]. MSMEs, especially those producing local foods, currently face challenges in building a product image. One consequence is the declining popularity of local foods, gradually abandoned by the public due to their inability to compete with products from larger companies.

Establishing a brand image for local food from MSMEs requires a study to develop the right branding concept to enhance the popularity of local foods. The focus of this branding study is on the product aspect, acknowledging that local food from MSMEs possesses good taste and quality. The weakness of local foods mainly lies in product innovation, packaging, and labeling, making them perceived as less prestigious by the public. Product attributes, especially packaging, are the focus of the branding strategy as the visual appeal of the product is the first thing noticed by consumers. Unique and attractive packaging, along with a memorable brand and logo, can be a branding strategy for local SMEs.

Wirya's opinion (1999) [4] indicates that product packaging attracts consumers when it has an attractive appearance. Attractive packaging should possess both visual appeal and practical appeal. Visual appeal utilizes graphic elements to create specific impressions and perceptions that can influence consumer responses. On the other hand, practical appeal involves packaging design that provides efficiency for distributors and convenience for consumers. To enhance product quality, MSMEs can maximize the functions of packaging, as emphasized [5]. Packaging serves not only as a product protector but also as a communication medium, according to Cenadi's viewpoint [5].

In the context of limited capital and technological capabilities of MSMEs, it is crucial for them to have a simple and appropriate branding concept. Therefore, this study will discuss the importance of branding to build a positive brand image and the concept of branding that is suitable for enhancing the reputation of local MSMEs.

2. RESEARCH METHODOLOGY

The Community Service Team will immediately implement the program in Kelambir Lima Village, which will be followed by practical training at the Kelambir Lima Village Office. During program implementation, the team consists of academic instructors who actively involve students in autonomous learning activities on campus. The approach adopted by the team is outlined below. Research methods related to analyzing the importance of SMEs product logo designs can be carried out by considering several steps and approaches. The following are examples of research methods that can be used:

1. Types of research
   This research adopts a qualitative method to in-depth understand and analyze the role of product logo design in building the image and sustainability of SMEs. A qualitative approach was chosen to gain in-depth insight into the perceptions of consumers and MSME owners towards logo design.
2. Research sites
   This research will be carried out at several SMEs in Kelambir Lima which operate in the SMEs sector in Kelambir Lima. The selection of research locations was carried out purposively to cover the diversity of SMEs types and logo design characteristics.
3. Research subject
   MSME Owners: Become the main respondent to gain perspective and information about the role of logo design in their business.
   Consumers: Involving consumers as respondents to identify the extent to which logo design influences their perceptions and preferences for SMEs products.
4. Data collection technique
   In-depth Interviews: Conducted with SMEs owners to gain in-depth insight into their understanding of the role of logo design in brand identity and consumer experience.
   Focus Group Discussion (FGD): With consumers to discuss their perceptions of MSME product logo designs and how this influences their purchasing decisions.
   Observation: Involves direct observation of logo designs on SMEs products in the field.
5. Data analysis
   Content Analysis: Involves in-depth analysis of interviews and FGDs to identify patterns and themes related to the role of logo design.
   SWOT analysis (Strengths, Weaknesses, Opportunities, Threats): To evaluate the strengths and weaknesses of SMEs product logo designs as well as the opportunities and challenges that may be faced.
   Simple Statistical Analysis: To analyze quantitative data from consumer questionnaires.
6. Research Ethics
   This research will adhere to the principles of research ethics, including the privacy and confidentiality of information provided by respondents.
7. Conclusion

This research is expected to provide an in-depth understanding of the importance of product logo design for SMEs, provide recommendations for improvement if necessary, and contribute to the development of branding theory for SMEs.

The sequential set of operational protocols for the Community Service program are outlined as follows:
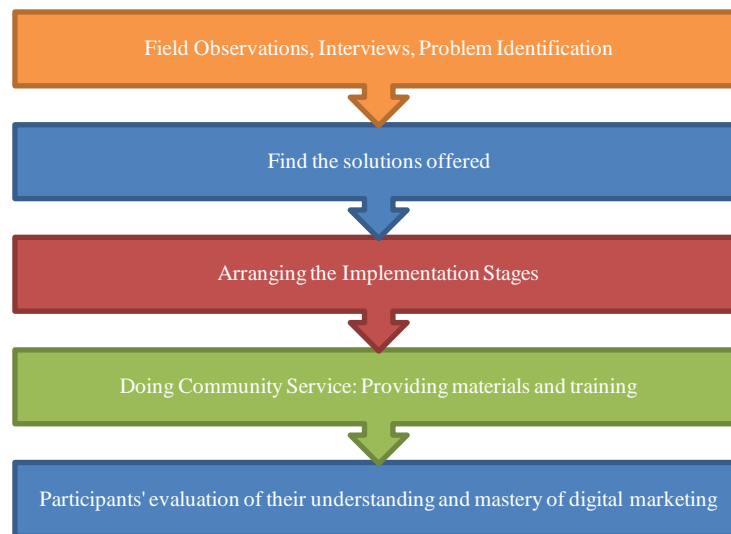
Picture 1. PKM Sequential Program

3. RESEARCH RESULTS

The outcomes of the community engagement activities conducted in the project titled "Workshop on the Importance of Using Logo Design as Brand Image in Marketing UMKM Products with Digital Technology in Kelambir Lima Village" represent a strategic initiative designed to enhance the competitiveness of UMKM, with the hope of increasing their income.

1. Increased UMKM Income:
   This initiative aims to boost UMKM income by utilizing logo design as an effective marketing tool. The program is expected to make a positive contribution to the local economy, especially for fishermen in Kelambir Lima Village.

2. Training and Workshops:
   To achieve this goal, it is recommended to organize training and workshops. These activities are not only targeted at UMKM actors but also at the officials of Kelambir Lima Village. It is crucial to provide training to the head of the village's environmental department to ensure a comprehensive understanding of the use of the logo design platform.

3. Collaboration between Academic Institutions and the Community:
   Increasing collaboration between academic institutions and the local community is key to advancing logo design technology. This can create an environment that supports innovation and the exchange of knowledge among various stakeholders.

4. Benefits for Kelambir Lima Village Community:
   The outcomes of this activity are expected to provide tangible benefits to the Kelambir Lima Village community, especially to the fishermen in Kelambir Lima Village and its surroundings. This initiative is not only a solution to support the local economy but also has the potential to become a model for the use of technology in rural areas.

In the implementation of the program, one concrete action taken is to provide specific logo design training aimed at promoting UMKM products, with a focus on the products of fishermen. This process involves several stages, including training preparation, implementation of the application through socialization and simulation, application usage training, mentoring concepts, and assessment and documentation.

Mentoring is involved to provide support and deeper understanding after participants complete the course. The goal is to ensure that participants can effectively utilize the web-based promotional application in the context of marketing marine products. The final stage involves assessing the training outcomes and disseminating findings for the preparation of service reports and the evaluation of program effectiveness.

Picture 2. Application Submission to the Village Head of kelambir lima

4. CONCLUSION

This community engagement program aims to provide training and support to UMKM actors in utilizing advertising applications for SMEs products, including testing and implementation at the village level. The program's implementation requires active involvement from the local community and the utilization of local resources, including the expertise of local individuals and collaboration from the village government, particularly the government of Kelambir Lima Village. Program evaluation indicates its effectiveness in benefiting residents and enhancing service quality within businesses.

The program aligns with the defined Key Performance Indicators (KPIs), focusing on improving the skills and knowledge of community members in effectively managing the promotion and sale of livestock to fishermen. Additionally, the program addresses KPIs aimed at increasing community participation in the development and utilization of local resources.

Overall, this service program effectively contributes to the growth of promotion and sales, resulting in a significant increase in income for SMEs players in Kelambir Lima Village. Furthermore, the program successfully encourages greater community involvement and the utilization of local resources during development.

The study concludes that branding plays a crucial role in shaping the positive image of local food products, ultimately attracting community interest in consuming these products. A strategy focused on product branding is the key to building a positive image of local food.

Steps that can be taken to build a positive image of local food include improving the physical appearance of products, innovating in processing, enhancing packaging quality, providing informative labels, and paying attention to consumer preferences. The next stage involves intensifying branding communication to the community through online media. Simple yet impactful branding concepts, coupled with consistency in maintaining product values, are crucial for success.

It is important to note that branding is a long-term investment, and building consumer confidence takes time. Therefore, SMEs must exhibit perseverance and creativity in finding innovative ideas to maintain consumer loyalty. This process involves sustained efforts to uphold and enhance the positive image of local food products. Thus, branding success becomes a crucial factor in helping local products compete in the market.

1. The Importance of Local Branding for UMKM

Brands and brand image hold significant meaning for companies, especially local UMKM. A positive brand has a significant impact on consumer purchasing behavior and helps SMEs receive fair prices for their products. Consumers loyal to a brand are more willing to pay higher prices. Therefore, local SMEs in the food industry need to build a brand image to make their products easily recognizable. Proper branding will create loyal consumers who choose products from these UMKM. Many SMEs with unique and excellent products can build a positive brand image, sometimes growing into large companies capable of securing consumer loyalty (Boomsma & Arnoldus, 2008, cited in Diarta, 2015).

However, SMEs often face challenges related to a lack of knowledge about the concepts of brand and branding, as well as effective branding techniques. The branding process can start by improving the physical appearance of products, including packaging, which is often simple and unattractive. Research on the improvement of stick packaging design by Wardanu et al. (2018) shows that attractive packaging can increase sales. Support activities provide knowledge to SMEs partners about the importance of packaging

in improving sales, branding, and including comprehensive information on packaging or labels. Good, attractive, and marketable product packaging can enhance the competitiveness of SMEs in the market.

Branding also plays a crucial role in shielding products from price fluctuations. Consumers loyal to a brand are less affected by price changes, making the brand a factor that strengthens a product's resilience to price shocks. Thus, a brand can drive an increase in sales volume and producer income (Boomsma & Arnoldus, 2008, cited in Diarta, 2015).

The main issue SMEs face regarding branding is a lack of knowledge about brand and branding concepts. Branding can be done by improving the physical appearance of products, as demonstrated in the stick packaging design assistance by Wardanu et al. (2018). Attractive packaging can enhance the product's appeal and influence consumer purchasing decisions.

The importance of branding goes beyond promotion, advertising, and publicity. Local SMEs food branding also involves designing the brand, including the name, logo, and identity, to create a positive brand image. Once a brand and attractive packaging design are established, the next step is to communicate to the public through various media, especially online media. Social media is a highly effective tool for building a product's image, and digital marketing can accelerate the spread of information about local food products.

Local food branding must consider elements such as health, safety, and consumer preferences. Technological innovation in local food products should reflect these aspects, in addition to quality, nutrition, and safety. SMEs need to stay updated on changes in consumer preferences by continually implementing planned branding. This may involve adjustments to the brand, product form, packaging, presentation, and trendy services.

Local food with an established brand needs evaluation and, if necessary, rebranding to remain relevant in a continually changing market. Planned rebranding strategies can benefit SMEs by making the necessary adjustments to achieve desired marketing goals (Boomsma & Arnoldus, 2008, cited in Diarta, 2015).

The importance of local food branding can also be seen in its positive impact on sales and product image, as demonstrated in the study on stick packaging design improvement by Wardanu et al. (2018). In conclusion, local food branding is not merely a promotional activity but also a process of designing a brand involving various aspects to build a positive image and enhance product competitiveness in the market.

2. Appropriate Branding for Local SMEs

Many SMEs operators are unaware of how crucial branding is in introducing their products to the market. Often, SMEs focuses solely on production, believing that the key is to sell all products. While product quality may be excellent, without an appropriate branding strategy, the product may fail to attract consumer attention and communicate its quality. Branding achieves optimal results when supported by effective communication activities to the public, typically carried out through promotion.

The mastery of communication technology is highly emphasized in building a strong brand image. Good communication with the public helps build trust and loyalty towards the product. There are five types of branding: cultural branding, destination branding, personal branding, corporate branding, and product branding (Moka, 2020). In the context of local SMEs food, the most relevant branding strategy is focusing on product branding.

An interesting branding strategy to make local products known to the public is through brand storytelling. Brand storytelling is a cost-effective and simple approach. In brand storytelling, a company introduces its brand through a compelling story so that consumers can better understand the history and journey of the brand. This strategy can create an emotional connection with consumers through a touching, unique, and identifiable story.

For example, brand storytelling can be applied to the Madu Sari tape product, where the story of Ibu Linawati's journey in establishing the business until achieving success becomes the center of attention. Brand storytelling creates an emotional connection with consumers through key visuals that reflect the product's personality and the unique characteristics of Ibu Linawati. Research by Yasmin et al. (2019) on the Madu Sari tape brand story shows a positive response from the target audience, including nostalgic responses and consumer interest in trying the product.

This demonstrates that local product branding can rely on authentic and emotional stories to build a positive image and increase the product's appeal to consumers. The branding concept can focus on creating unique

products, attractive packaging, and effective communication to build a positive image. The use of online media, such as social media and smartphone applications, can be an effective means of cost-effective branding.

SMEs need to change their mindset in running business operations, keeping up with technological developments, and exploring creative ideas to create locally branded products with a positive image that follows trends. The success of local product branding requires consistency, perseverance, and creativity on the part of SMEs in maintaining product value and customer loyalty. The branding process takes a considerable amount of time and must be done consistently, allowing SMEs to use online media in a simple yet captivating way for the community (Desra, 2019; Moka, 2020; Yasmin et al., 2019).

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