



Business Optimization and Branding for MSMEs in Petir Subdistrict, Serang Regency

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Abstract

This community service program aims to improve the competitiveness and sustainability of micro, small, and medium enterprises (MSMEs) in Petir Subdistrict, Serang Regency through business optimization and branding. The program involves training for MSME actors on effective business management, branding strategies, and digital marketing. Through a practical and locally-based approach, participants are provided with knowledge and skills in managing businesses, building strong brands, and utilizing digital marketing to expand markets. The results of this community service show a significant improvement in business management, brand appeal, and MSME product sales, as reflected in the application of digital marketing, more professional branding, and increased access to a wider market. This program contributes to local economic development, strengthens the MSME sector, and creates opportunities for business actors to compete more effectively in the global market..

Keywords: MSMEs, Business Optimization, Branding, Digital Marketing, Petir Subdistrict, Community Service.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, playing a crucial role in job creation and income distribution, yet they often face challenges in business and branding aspects (Soedarso et al., 2023). Optimizing these two aspects is essential to ensure that MSMEs can compete sustainably in an increasingly competitive market (Firdhaus & Akbar, 2022). This community service was carried out in Petir District, Serang Regency, with a focus on improving the capabilities of MSMEs in managing and marketing their products effectively. Despite their great potential, many MSMEs in the area still face obstacles in product innovation and adaptation to digital marketing trends (Sari & Setiyana, 2020). This situation is exacerbated by limited knowledge of effective marketing strategies, both offline and online, as well as a lack of utilization of information technology for business expansion (Isalman et al., 2022). The use of online sales platforms is still relatively low among MSMEs, due to a lack of technical understanding in implementing online sales (Nasution et al., 2022). This shows that MSMEs need to adapt to changes in the business landscape, where digital marketing strategies are crucial for survival and growth (Syukri & Sunrawali, 2022). In the context of the COVID-19 pandemic, adapting to social media-based digital marketing strategies has become increasingly important for MSMEs to maintain business continuity and achieve sales targets (Anggraini et al., 2022). Although sales trends continue to increase, there are still many MSMEs that have not fully utilized digital marketing, resulting in suboptimal sales realization (Anggraini et al., 2022).

Micro, small, and medium enterprises (MSMEs) are a very important economic sector in the Indonesian economy, especially at the local level. MSMEs play a major role in creating jobs, increasing community income, and driving economic development at the regional level. However, despite their great potential, many MSMEs in Indonesia, including those in Petir District, Serang Regency, face various challenges in developing their businesses. These challenges include unstructured business management, a lack of understanding of branding, and limited use of digital technology for product marketing. In this context, it is important for MSME players to improve their business capacity by adopting more modern business practices, especially in terms of business management, branding, and digital marketing. This will enable MSMEs to expand their market reach, improve product quality, and compete in a wider market, both locally and internationally. Therefore, the development and empowerment of MSMEs through training and mentoring focused on business optimization and branding is a very important step in helping MSME players overcome the obstacles they face. The objectives of this community service are to: Provide direct mentoring to MSME players in the implementation of business and branding strategies that have been learned, in order to ensure the sustainability and growth of their businesses.

METHOD

Community service with the title “Business and Branding Optimization in MSMEs in Petir Subdistrict, Serang Regency” aims to improve the competitiveness and sustainability of micro, small, and medium enterprises (MSMEs) in Petir Subdistrict through business optimization and branding strategies. This program is designed to provide training focused on business management, brand development, and effective marketing. The methods used in this community service program adopt a practical and needs-based approach, involving MSME actors directly in every stage of the process, from needs mapping to the implementation of branding and business strategies.

1. Mapping and Identifying MSME Needs. The first stage is mapping the conditions of MSMEs in Petir Subdistrict. This process is carried out through surveys and interviews with local MSME actors to identify the challenges they face in running their businesses. This mapping will include an analysis of aspects related to business management, such as financial management, marketing strategies, and an introduction to the concept of branding. In addition, the strengths and weaknesses of the products or services offered by MSMEs will also be identified so that the strategies to be implemented are more targeted.
2. Training and Capacity Building for MSMEs. After mapping the needs, the next step is to provide training to MSME actors in Petir Subdistrict. This training will cover several important aspects of business development and branding, including:
 - a. Effective Business Management: Providing knowledge on how to manage a business in a more structured manner, from business planning, financial management, inventory management, to business evaluation..
 - b. Branding Strategies for MSMEs: Training MSME practitioners in building and managing strong brands. The material presented covers the importance of brand identity, logo design, the use of social media in branding, and ways to increase consumer appeal for their products.
 - c. Digital and Online Marketing: Teaching how to utilize digital marketing, including the use of social media (such as Instagram, Facebook, and WhatsApp) and e-commerce

platforms to market products more widely, as well as how to create engaging and effective marketing content.

3. **Mentoring and Implementation of Branding Strategies.** After the training, participants will receive direct mentoring in the implementation of the business and branding strategies they have learned. This mentoring will involve experts and practitioners in the fields of marketing, branding, and business management who will assist MSME players in designing their brand identity, creating digital marketing plans, and managing business finances and operations. Each SME will be guided to develop marketing strategies tailored to their target market and product characteristics.
4. **Digital Marketing Platform Development.** As part of the implementation, participants will also be assisted in creating online marketing platforms, such as websites or online stores, which will enable them to sell their products more widely. The training will also cover creating business profiles on existing e-commerce platforms, as well as using social media to increase visibility and attract more consumers. MSME players will be guided in creating engaging content, managing digital advertising, and interacting with customers through online platforms.
5. **Monitoring and Evaluation.** After implementing business and branding strategies, periodic evaluations and monitoring are conducted to assess the effectiveness of the program. This monitoring aims to ensure that MSME players have successfully implemented the strategies taught, as well as to observe changes in business management, sales growth, and brand strengthening. Feedback from MSME players will be used to improve and refine the strategies that have been implemented, as well as to ensure the sustainability of their businesses.

Pemantauan dan Evaluasi. Setelah menerapkan strategi bisnis dan branding, dilakukan evaluasi dan pemantauan secara berkala untuk menilai efektivitas program. Pemantauan ini bertujuan untuk memastikan bahwa pelaku UMKM telah berhasil menerapkan strategi yang diajarkan, serta untuk mengamati perubahan dalam manajemen bisnis, pertumbuhan penjualan, dan penguatan merek. Masukan dari pelaku UMKM akan digunakan untuk meningkatkan dan menyempurnakan strategi yang telah diterapkan, serta untuk memastikan keberlanjutan bisnis mereka.

RESULT AND DISCUSSION

The implementation of the community service program in Petir Subdistrict, Serang Regency, has had a significant impact on improving the competitiveness and sustainability of micro, small, and medium enterprises (MSMEs) in Petir Subdistrict. The following are the results achieved from this program:

1. **Improved Business Management.** The training provided successfully improved MSME actors' understanding of more structured and efficient business management. Many MSME actors are now better able to plan and manage their businesses, especially in terms of financial planning, inventory management, and business evaluation. Several MSMEs have also begun to implement more accountable financial management by recording transactions in greater detail and using digital tools for their financial management.
2. **More Professional Branding Development.** One of the main outcomes of this program is an improvement in product branding management. MSME players in Petir Subdistrict now have a better understanding of the importance of branding and how to build a strong brand

identity. Several MSMEs have successfully designed logos, chosen appropriate names for their brands, and created a more professional visual appearance for their products. This more consistent and attractive branding has succeeded in increasing the appeal of their products in the local market.

3. **Peningkatan Pengembangan Branding yang Lebih Profesional.** Salah satu hasil utama dari program ini adalah peningkatan dalam pengelolaan branding produk. Pemain UMKM di Kecamatan Petir kini memiliki pemahaman yang lebih baik tentang pentingnya branding dan cara membangun identitas merek yang kuat. Beberapa UMKM telah berhasil merancang logo, memilih nama merek yang sesuai, dan menciptakan tampilan visual yang lebih profesional untuk produk mereka. Branding yang lebih konsisten dan menarik ini berhasil meningkatkan daya tarik produk mereka di pasar lokal.
4. **Improved Knowledge and Skills in Digital Marketing,** The digital marketing training provided has equipped MSME players with new skills in creating attractive and effective marketing content. Training participants are now able to manage digital advertising and interact with customers through social media and e-commerce platforms. The implementation of paid advertising and well-planned digital marketing campaigns has increased product visibility and expanded the market..
5. **Increased Involvement of MSMEs in E-Commerce Platforms.** Most MSME players in Petir Subdistrict have now successfully developed their business profiles on popular e-commerce platforms. This allows them to sell their products more widely and in a more organized manner, utilizing existing online infrastructure to increase their market reach. Several MSMEs that previously relied solely on local sales are now beginning to expand into the national market, thanks to their online stores.
6. **Improved Sales Performance and Product Competitiveness.** One of the most significant impacts observed is a significant increase in sales for most MSMEs participating in this program. With more organized business management, more professional branding, and effective use of digital marketing, MSME products in Petir Subdistrict are now more easily recognized and accepted by the market. MSME players also reported an increase in consumer interest in their products, which has led to an increase in sales volume.
7. **Program Sustainability and Business Development.** This program has successfully created sustainability in business development. Several MSMEs now report an increase in production capacity, product diversification, and expansion of distribution networks. With the branding and digital marketing strategies that have been implemented, MSME players are now better prepared to face market competition and continue to develop their businesses in the long term. Continuous mentoring after training also helps ensure that MSME players can continue to innovate and grow.

Overall, this program has made a significant contribution to improving the capacity of MSMEs in Petir Subdistrict by creating a stronger foundation in business management, branding, and digital marketing. The program also helps MSME players to be more independent in developing their businesses, expanding their markets, and increasing their competitiveness in the global market. The long-term impact of this program is expected to boost the local economy and strengthen the MSME sector as an important pillar of economic development in Petir Subdistrict.



Figure 1. MSME participants in Petir Subdistrict listening to the presentation.



Figure 2. Participants tasting the results of their Mustopa potato making practice.

CONCLUSION

This program has successfully provided effective training to MSME players on business management, branding strategies, and digital marketing. Through training and mentoring, MSME players are now more skilled in managing their businesses, building strong brands, and utilizing digital technology to expand their markets. The implementation of digital marketing strategies and the development of online stores have had a significant positive impact on product sales and increased the visibility of MSMEs. The success of this program is not only

evident in the improved branding and marketing capabilities of MSME players, but also in the increase in sales volume and competitiveness of their products. With the implementation of more structured business management, MSMEs in Petir Subdistrict are now better prepared to compete in a wider market, both locally and nationally. Overall, this service has succeeded in making a significant contribution to the empowerment of MSMEs in Petir Subdistrict, as well as creating a positive impact on local economic development. The continuation of this program is believed to further strengthen the MSME sector and provide long-term benefits for business actors and the local community.

CONCLUSION

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