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Optimizing Branding and Digital Promotion to Increase the Visibility of MSMEs of Tofu Tempe Factory in Lubuk Betung Village

Fannia Andriani Putri[1], Ahlan Dhuha[2], Dela Darmawansyah[3], Rezza Amanda[4] , Fatrisia Yuristi[5], Wildani Qurlullah Dwi Juansa Putra[6] , M Afif Riskiansyah[7] , Erina Putri Rumintan[8] , Rachma Afrillia Putri[9] , Saprinurdin[10]

[1]Faculty of Teacher Training and Education, Universitas Bengkulu.
[2,4] Faculty of Engineering, Universitas Bengkulu
[3] Faculty of Agriculture, Universitas Bengkulu
[5,6] Faculty of Law, Universitas Bengkulu
[7,9] Faculty of Economics and Bussiness, Universitas Bengkulu
[8] Faculty of Social and Political Science, Universitas Bengkulu
[10] Universitas Bengkulu
*Corresponding author : fannia.fa@gmail.com

Abstract

This article aims to optimize the branding and digital promotion of tempeh tofu factory MSMEs in Lubuk Betung Village. This MSME (Micro, Small and Medium Enterprise) is one of the leading partners that still have several challenges for expansion to a larger scale. This research conducted by community service group (KKN) from University of Bengkulu group 94 and throughout a participatory method, which involves MSME actors directly in every solution implementation process, starting from observation, solution implementation, to evaluation of the output of this optimization. The results of the activity show that this factory have succeeded in having a more professional identity media, business information becomes more accessible through Google Maps, and there is an increase in partners' understanding of the importance of branding and digital marketing. This optimization opens up opportunities to reach new consumers outside the Lubuk Betung Village area, although the impact on increasing turnover still requires time and consistency in the implementation of digital marketing strategies. This activity is an effective strategy in increasing visibility, expanding marketing reach, and supporting the sustainability of the MSMEs.

Keywords: Community Service, Digitalization, Digital Promotion, MSME Branding.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have an important role for the economic strength of the local community. The role of MSMEs as a tool of economic growth for local residents is one of the things that must always be considered and needs to be improved in quality. MSMEs are economic driving tools that move through job creation and strengthening people's income. Strategic and superior MSMEs can be a mainstay sector that can survive in various economic conditions. However, MSMEs still have many obstacles and shortcomings that need to be evaluated by bringing new ideas as trends in the current market develop (Novitasari, 2022) .

Various obstacles were found by some researchers, ranging from the absence of an exclusive identity, such as logos, brand names, and other visual identities, as well as the lack of use of digital media as a means of promotion. This problem is still often encountered in MSMEs in various regions that do not have digital visibility, making it difficult for potential consumers to find through platforms such as Google Maps and social media. This condition is influenced by the low understanding of MSME actors on the importance of branding, limited ability to utilize digital technology, and the lack of optimal use of customer loyalty as a promotional medium from word of mouth (electronic word-of-mouth) (Godwin et al., 2024; Kasnelly et al., 2025) .

As a result, the products produced tend to be known only by the community in the surrounding environment and have limited marketing reach. In fact, in the era of digital transformation, a strong brand identity and presence on digital platforms are important factors in increasing consumer trust, expanding market share, and increasing the competitiveness of MSMEs. Therefore, mentoring efforts are needed that not only focus on creating a visual identity in the form of a logo, but also on strengthening branding and optimizing digital promotional media so that MSMEs are able to build a professional business image and reach a wider range of consumers in a sustainable manner (Fadillah, 2025) .

THEORETICAL REVIEW

Branding is one of the important strategies in increasing the added value of a product or business. Branding is not only related to a logo or visual identity, but also reflects the image, character, and trust of consumers in a business. In the era of digital transformation, branding supported by digital media is an important factor in increasing the visibility of MSMEs so that products are easier to recognize and access by the public (Widiyanti, 2020). Therefore, strengthening branding through the development of visual identity and the use

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of digital media is one of the relevant forms of assistance to increase the competitiveness of MSMEs (Margaretha et al., 2025; Panjalu et al., 2024; Sitorus et al., 2025).

The Tempe Tofu Factory MSMEs in Lubuk Betung Village are one of the local businesses that have the potential to develop because they produce food products that are the daily needs of the community. However, based on the results of initial observations, the business does not yet have a representative visual identity, such as a business logo, and has not used digital media as a means of promotion. Marketing activities are still carried out conventionally, so the range of information about products is relatively limited. This condition has an impact on the low level of public awareness of MSMEs and the lack of optimal opportunities to expand the market.

Several previous studies have shown that branding assistance activities are able to increase the identity and competitiveness of MSMEs. Research by Fathonah et al. (2024) shows that the development of visual identity through logo creation and promotional media can improve the image of a business in the eyes of consumers. The research from Riyanto et al. (2025) also explains that the use of digital media as a promotional strategy has a positive impact on increasing the marketing reach and existence of MSMEs. Furthermore, the results of research by participatory-based mentoring are able to increase the capacity of MSME actors in managing branding independently (Asrul, 2025; Stuart & Scott, 2025) .

Although various studies have discussed the development of branding and digital marketing in MSMEs, most of them focus on digital marketing training or the creation of promotional media in general. In addition, the characteristics of MSMEs in Lubuk Betung Village have different conditions because they do not have a clear brand identity and have never received structured branding assistance. Therefore, this service activity offers an approach that integrates the development of visual identity, digital publications, and promotional assistance as a single branding strategy to increase the visibility of MSMEs.

Based on this description, the purpose of this service activity is to optimize the branding and digital promotion of MSMEs of the Tofu Tempe Factory in Lubuk Betung Village through the development of visual identity, as well as the use of digital media to increase business visibility and expand the reach of promotions. It is hoped that this activity will be able to increase partners' understanding of the importance of branding and encourage the sustainability of MSME marketing independently.

METHOD

Research Design

This community service activity applies a participatory approach, which is a method that places partners as parties who play an active role in each stage of the activity. Through

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this approach, MSME actors not only become recipients of the program, but are also involved in the process of identifying needs, making decisions, and implementing the solutions provided. A participatory approach is chosen to ensure that the branding program implemented is in accordance with the real conditions and needs of MSMEs so that the results obtained can be used sustainably (Siregar et al., 2025).

Setting and Study Population

The activity was carried out at the Tempe Tofu Factory MSMEs in Lubuk Betung Village with stages that included preparation, implementation, mentoring, and evaluation. Each stage is designed systematically so that the goals of service can be achieved optimally. This research conducted by community service (KKN) group 94 from University of Bengkulu, this is the work program planned by the group for students in Lubuk Betung Village.

Instruments

The instruments used in this community service program consisted of observation sheets, semi-structured interview guidelines, documentation, and evaluation sheets. Observation sheets were used to identify the initial condition of the MSME, including its branding, promotional media, and business visibility. Semi-structured interview guidelines were employed to collect information from the MSME owner regarding business challenges, branding needs, and expectations for the program. Documentation, including photographs and digital records of branding products, was used to record the implementation process and program outputs. Evaluation sheets were utilized to assess the effectiveness of the activities by measuring partners' understanding, satisfaction, and readiness to manage the developed branding and promotional media independently.

Data Collection

Data were collected in four stages. The first stage involved preliminary observations and interviews to identify the business condition, branding problems, and promotional needs of the MSME. The second stage consisted of implementing the branding program through logo design, the development of promotional materials, and business registration on digital platforms such as Google Maps, along with the publication of promotional videos on Instagram. The third stage involved mentoring sessions, during which partners received guidance on maintaining visual identity consistency, utilizing digital media for promotion, and managing business information independently. The final stage involved evaluation through observations, interviews, and discussions with partners to gather feedback regarding the effectiveness of the program and the benefits perceived after implementation.

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Data Analysis

The collected data were analyzed using descriptive qualitative analysis. Information obtained from observations, interviews, and documentation was categorized according to the objectives of each program stage, including needs identification, branding implementation, mentoring outcomes, and program evaluation. The analysis focused on identifying changes in the partners' understanding of branding, the successful implementation of visual identity and digital promotional media, and the partners' ability to independently manage promotional activities after the completion of the program. The evaluation results were interpreted based on field observations and partner feedback to determine the overall effectiveness of the community service activities, following the evaluation approach proposed by Indrawati et al. (2025).

RESULTS

The results of the study show that this MSME optimization and re-branding solution has succeeded in finding the right target. These MSME partners do need further regional expansion, coupled with the need for customer loyalty, the Ibu Evi Tempe Tofu Factory must innovate and fight digital challenges. The implementation of activities is carried out in a participatory manner by involving MSME owners in every stage, starting from problem identification, visual identity design, to the implementation of digital promotional media. This approach allows the solutions provided to be in accordance with the needs of partners so that they can be implemented in a sustainable manner.



Figure 1: Inspection and Observation to MSME

The initial stage of the activity began with field observation and discussions with MSME owners to get an overview of business conditions and identify branding needs. Based on the results of observations, it is known that MSMEs of the Ibu Evi Tempe Tofu Factory have carried out a regular production process with good product quality and have a

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distribution network to several traders and communities in the Lubuk Betung Village area and other villages, even *more demand* comes from consumers outside Lubuk Betung Village. However, the business does not yet have a representative visual identity and has not used digital media as a means of promotion, so the existence of MSMEs is still limited to being known by regular customers and the surrounding community.

Observation activities also provide an understanding of the production process of tofu and tempeh, starting from the processing of soybean raw materials to the packaging process before being distributed to consumers. These MSMEs produce Tofu and Tempeh on a medium scale, because they only meet customer needs, but the service group sees an opportunity to expand the business further.

Based on the results of the identification of needs, the service team designed branding media in the form of business banners as a visual identity of MSMEs. Banners are designed by displaying important information that reflects the identity of the business, such as the name of the MSME, slogan, business address, phone number, and documentation of the product produced. The design preparation is carried out by considering the aspect of visual communication so that the information conveyed is easy to understand by the public.



Figure 2: MSME branding banner of Mrs. Evi's Tempe Tofu Factory.

The existence of banners not only serves as a marker of business locations, but also as a promotional medium that strengthens the image of MSMEs. The addition of a phone number to the banner makes it easier for existing customers and potential consumers to place orders or obtain information about products without having to come directly to the production site. Thus, consumer accessibility to MSMEs will be better and the opportunity to increase the number of customers will be greater.

The next stage is the digitization of MSMEs through the registration of business locations on the Google Maps platform. Before the service activities were carried out, the location of MSMEs had not been registered so that people who were not familiar with the business had difficulty finding production locations. After the registration process is

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completed, information about MSMEs is available digitally which includes business name, complete address, phone number, operating hours, product documentation, and location coordinate points.

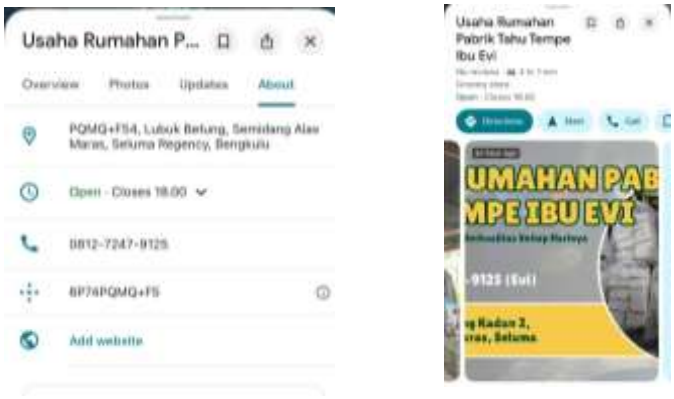


Figure 3: MSME profile on Google Maps.

The implementation of Google Maps is a form of strengthening digital promotion that provides benefits for MSMEs in increasing business visibility. Consumers can now find the location of MSMEs more easily through the Google Maps search feature without having to get direct instructions from the surrounding community. In addition, the existence of a digital business profile allows potential customers to know business information before visiting or ordering products. Google Maps is considered more efficient and easy to *maintain*; consumers can add ratings; businesses can easily access updates from consumers; and accessibility to manufacturer contacts for orders becomes easier.

The digitalization also opens up wider opportunities for MSMEs to be known by the community, not only by the residents of Lubuk Betung Village, but also by people from surrounding villages who need quality tofu and tempeh producers. The presence of MSMEs on digital platforms is expected to increase consumer confidence while expanding marketing reach in a sustainable manner. This convenience appears by simply searching for the simple keyword "Nearest Tempe Tofu Factory", The location system on the user's mobile phone will immediately display MSMEs related to the profile that has been accompanied by a contact to contact.

The results of this implementation are in line with research that states that the use of Google Maps as part of digital marketing can increase the visibility of MSMEs because it makes it easier for consumers to find business locations accurately. In addition, a digital

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business profile that contains business information, product photos, and owner contacts can increase the credibility of the business in the eyes of consumers(Fathonah et al., 2024).

Table 1 : Optimization Evaluation Results Report

Stages of Activity	Before Optimization	External Programs	After Optimization
Observation and Identification	MSMEs do not yet have a visual identity and have not used digital media as a means of promotion.	The branding and digitalization needs of MSMEs are identified through observation and interviews.	The service program is structured according to the real needs of the partners.
Branding Development	There is no business identity media that contains complete information about MSMEs.	Business banners containing MSME names, addresses, phone numbers, and product documentation were successfully created and installed.	Business identity becomes more professional and makes it easier for consumers to obtain information and contact business actors.
Business Digitalization	The business location is not yet registered on Google Maps, so it is difficult for new consumers to find.	MSMEs have been successfully registered on Google Maps with location information, operating hours, contacts, and product photos.	Business visibility has increased and the location of MSMEs can be accessed by people from Lubuk Betung Village and the surrounding area.
Evaluation	Partners have limited knowledge about branding	Partners understand the importance of branding, promotional	There is an increase in partner understanding, opportunities to acquire new

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	and digital marketing.	media, and the use of Google Maps as a marketing tool.	consumers, and the potential for increased turnover is open.

DISCUSSION

These results support research that explains that visual identity is one of the main elements in building the brand image of an MSME. Consistently designed logos, colors, and promotional media are able to increase consumer trust in the products offered. Research also shows that the use of visual promotional media can increase consumer appeal because information about products becomes easier to recognize and remember. Thus, the banners developed in this activity not only function as an information medium, but also as a means of branding that strengthens the identity of MSMEs in the midst of business competition (Fadillah, 2025; Margaretha et al., 2025).

The implementation carried out by the group almost answers the challenges of digitalization by MSMEs who previously still had minimal access to business publications, and also the potential for MSMEs to expand to a larger scale. To further assess, the group conducted a simple interview related to digital understanding of business actors. Based on the results of the interview, the partners said that the service activities provided new insights into the importance of business digitalization in expanding marketing reach. Before the activities are carried out, product marketing still relies on regular customers and word-of-mouth recommendations. After the business is registered on Google Maps, the partner realizes that his business has a greater chance of being known by people outside the Lubuk Betung Village area.

"Which until now has only been able to get consumers from ordinary customers, now we have the opportunity to get new customers from other regions."

The statement shows that digitalization not only increases the visibility of businesses, but also changes partners' perceptions of the marketing potential that can be reached through digital platforms. In addition, the creation of banners as a visual identity received a very positive response from partners. Previously, business actors had never created promotional media due to limited ability to design and edit promotional materials.

Through the assistance provided by the service team, MSMEs now have an identity media that contains business names, contact information, and business locations so that they are easier to recognize by the public. Mitra also said that most of the similar businesses around the location still rely on verbal promotion without being supported by a clear visual identity. Therefore, the existence of banners is one of the competitive advantages that

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distinguish MSMEs from the Ibu Evi Tempe Tofu Factory MSMEs from similar businesses in the vicinity.

CONCLUSION

This community service program successfully optimized the branding and digital promotion of the tofu and tempeh MSME through active collaboration with the business owner. The activities, including needs assessment, visual identity development through banner creation, and business digitization via Google Maps registration, enhanced the MSME's visibility and professional image. The evaluation results indicated an improvement in the partner's understanding of branding and the effective use of digital media as a marketing strategy. Furthermore, the program created opportunities to expand market reach beyond Lubuk Betung Village and established a foundation for sustainable digital business development.

Limitations

This program has several limitations. First, the implementation was limited to a single MSME, which restricts the generalizability of the outcomes to other business contexts. Second, the evaluation focused primarily on partners' perceptions and the immediate outputs of the program, such as the establishment of a visual identity and digital presence. The short implementation period did not allow for an assessment of long-term impacts, including changes in sales turnover, customer acquisition, or business growth resulting from the branding initiatives.

Recommendations and Suggestions for further study

Future community service programs are encouraged to include longer monitoring and evaluation periods to measure the long-term effectiveness of digital branding on business performance, such as sales growth, customer engagement, and market expansion. Similar programs should also involve a larger number of MSMEs from different sectors to improve the applicability of the findings. Furthermore, future studies may integrate additional digital marketing strategies, such as social media management, search engine optimization (SEO), e-commerce platform utilization, and digital advertising, to evaluate their combined effectiveness in strengthening MSME competitiveness and supporting sustainable business development.

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