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Branding Assistance And Digital Promotion Optimization To Increase Consumer Appeal Of The Pak'e Eko Solo MSME

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to local economic growth, yet many business owners still face limitations in strengthening brand identity and utilizing digital promotional media. Pak'e Eko Solo is a culinary MSME offering penyetan, chicken noodles, and meatballs. Preliminary observation identified three main problems: inconsistent visual identity, limited offline promotional media, and suboptimal use of digital platforms. This community service program aimed to improve consumer appeal through branding assistance and optimization of digital promotion. The activity was implemented by a student team under academic supervision through observation, problem identification, branding design, development of promotional media, mentoring, implementation, and evaluation. The program outputs included redesigned and installed business banners, a more informative menu list, optimized use of QRIS digital payment, social media account management and promotional content, and improvement of the business profile on Google Maps. The program strengthened the business's visual identity, expanded promotional channels, and increased the owner's understanding of branding and digital media as practical tools for business development. These findings indicate that integrated branding and digital promotion assistance can help culinary MSMEs increase consumer appeal and strengthen business competitiveness.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are an important pillar of the regional economy because they are able to absorb labor, drive production activities, and strengthen people's purchasing power. In the culinary sector, competition among businesses is increasingly tight because consumers have many choices of products, prices, locations, and services. This condition requires MSMEs not only to rely on taste quality, but also to build a business identity that is easily recognized and trusted by consumers. Hermawan *et al.* (2020) emphasize that strengthening business management skills, including branding, is an important need for culinary MSMEs to be able to compete sustainably.

Branding in the context of MSMEs is not limited to creating a logo or business name. Branding covers visual identity, message consistency, the impression received by consumers, and the experience that distinguishes a business from its competitors. Kotler and Keller (2016) explain that a brand functions as a differentiator as well as a shaper of value perception in the minds of consumers. In line with this, Rangkuti (2017) emphasizes that brand strength can help a business build customer trust and loyalty. Therefore, promotional media such as banners, menu lists, product photos, and visual designs need to be arranged attractively, informatively, and consistently. Kurnianti et al. (2021) show that branding assistance and the creation of promotional media can help culinary MSMEs increase their appeal in the eyes of prospective consumers.

The development of digital technology has also changed the pattern of MSME promotion. Promotion is no longer carried out only through conventional media, but also through social media, food-ordering platforms, digital payments, and location-based platforms. Estiana et al. (2022) state that social media is effective as an MSME promotional medium because it is able to expand the reach of information more quickly and efficiently. Haryani and Fauzar (2022) as well as Putri et al. (2023) also emphasize that consistent social media management can increase product visibility and strengthen interaction between business owners and consumers. In terms of transactions, QRIS facilitates cashless payments and supports service efficiency, as explained by Natsir et al. (2023) and Farhan and Shifa (2023). Meanwhile, Lestari et al. (2022) and Tampubolon et al. (2024) show that the use of Google Maps can help consumers find business locations and increase the visibility of MSMEs in online searches.

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The Pak'e Eko Solo Culinary MSME is a culinary business that provides penyetan, chicken noodles, and meatballs. Based on preliminary observation, this business already has product and location potential that can be developed, but it still faces several promotional obstacles. The visual identity has not been displayed consistently, physical promotional media such as banners and menu lists are still simple, and digital platforms have not been utilized optimally. This MSME already has QRIS and is registered on ShopeeFood, but their use has not been fully directed toward strengthening promotion and service. Social media accounts and the Google Maps profile have also not been managed in a planned manner, so that business information has not been optimally conveyed to prospective consumers.

Based on these problems, this community service activity focused on branding assistance and optimization of digital promotional media to increase consumer appeal for the Pak'e Eko Solo Culinary MSME. The activity was carried out through visual identity design, the creation and installation of banners, the preparation of a more informative menu list, QRIS optimization, social media management and promotional content, utilization of ShopeeFood, and updating of the Google Maps profile. Herlina et al. (2022) and Mustika et al. (2021) show that branding assistance and promotional content help MSMEs build business identity, expand marketing reach, and increase competitiveness. Thus, this activity is expected to make a practical contribution to strengthening the promotion of culinary MSMEs through the integration of offline and digital media.

METHOD

This community service activity was carried out from May to June 2026 at the Pak'e Eko Solo Culinary MSME, located at Jl. Sawo Raya No. 37, Karangasem, Laweyan District, Surakarta City. The activity focused on branding assistance and optimization of the business's promotional media, both through offline and digital media, to increase consumer appeal.

Time and Place of Implementation

The mentoring activity was carried out directly at the business location during May–June 2026. The activity was implemented in stages, starting from initial observation, identification of the partner's needs, design of promotional media, implementation of the design results, mentoring on the use of digital media, and finally evaluation of the activity's results.

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Tools and Materials

The tools and materials used included a laptop, the Canva design application, a mobile phone, photo documentation, the MSME's menu list data, banner printing materials, and digital platforms in the form of QRIS, ShopeeFood, social media, and Google Maps as means of supporting promotion, transactions, and consumer service.

Implementation Steps

The implementation of the activity was carried out through the following stages:

1. **Observation.** Observation was carried out by directly visiting the business location to determine the condition of the MSME, the promotional media used, the visual appearance of the business, and the utilization of digital platforms. The observation results showed that the promotional media were still simple, the visual identity was not yet consistent, and the use of QRIS, ShopeeFood, social media, and Google Maps was not yet optimal in supporting business marketing.
2. **Problem Identification.** Problem identification was carried out based on the observation results and discussions with the business owner. The main problems found included a weak visual identity, banner and menu-list designs that were not yet attractive, and the utilization of digital promotional media that had not been carried out in a directed manner.
3. **Branding Design.** Branding design was carried out by determining a visual concept suited to the character of the Pak'e Eko Solo culinary business. This activity included adjusting visual elements, selecting colors, arranging product information, and designing so that the business would be more easily recognized by consumers.
4. **Creation and Optimization of Promotional Media.** At this stage, the team created promotional media in the form of a business banner and menu list with a more attractive, informative, and communicative design. Optimization of digital media was carried out through mentoring on the use of QRIS as a cashless payment method, utilization of ShopeeFood as an online sales medium, social media management, and updating of the business profile on Google Maps.
5. **Mentoring and Evaluation.** Mentoring was carried out by providing direction to the business owner regarding the use of the promotional media that had been created, the utilization of QRIS, ShopeeFood management, social media management, and the updating of business information on Google Maps. Evaluation was carried out by comparing conditions before and after the mentoring based on the availability of

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visual identity, completeness of promotional media, utilization of digital media, and the response of the MSME owner.

Indicators of the activity's success included the establishment of the business's visual identity, the availability of new banners and menu lists, increased utilization of QRIS, ShopeeFood, social media, and Google Maps, and a positive response from the MSME owner regarding the results of the mentoring.

RESULTS AND DISCUSSION

Initial Condition of the MSME

Based on preliminary observation, the Pak'e Eko Solo Culinary MSME still faced obstacles in the aspects of branding and promotion. The promotional media used had not displayed a consistent visual identity, while the utilization of digital media such as social media, QRIS, ShopeeFood, and Google Maps had not been carried out optimally. This condition had the potential to limit the reach of promotion and reduce the business's appeal in the eyes of prospective consumers. This finding is in line with Hermawan et al. (2020), who showed that some culinary MSMEs still need capacity strengthening in the aspects of branding and business management.

Creation and Installation of the Business Banner

One of the outputs of the activity was the creation and installation of an MMT banner as the main promotional medium. The banner was designed with clearer colors, a logo, a business name, and product information. The installation of the banner aimed to increase the visibility of the business so that its location and the products offered would be more easily recognized by the public and prospective consumers. Clear and consistent physical promotional media help build brand recognition, as explained by Rangkuti (2017), who states that brand identity needs to be communicated consistently so that it is easily remembered by consumers.

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Figure 1. Meatball and Chicken Noodle Banner



Figure 2. Penyetan Pak'e Eko Banner

Provision of a Menu List

The menu list was created to present product and price information more clearly. It was designed with a neat layout, consistent color choices, and easy-to-read product information so that consumers could choose menu items more quickly and comfortably. The improvement of the menu list also supports the service process, as consumers obtain more complete information before making a purchase. Kurnianti et al. (2021) state that informative promotional media can help culinary MSMEs improve the quality of product communication to customers.



Figure 3. Menu list that has been designed and printed

Optimization of Digital Payment through QRIS

Mentoring on the use of QRIS was carried out to support the ease of cashless transactions. Before the activity was carried out, QRIS was already available but had not

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been utilized optimally. Through this mentoring, the business owner gained an understanding of the benefits of digital payment, such as ease of transaction, service efficiency, and increased consumer comfort. This result is in line with Natsir et al. (2023) and Farhan and Shifa (2023), who explain that QRIS can help MSMEs adapt to digital transaction needs in the digital economy era.



Figure 4. QRIS as the MSME's digital payment method

Social Media Management and Creation of Promotional Content

Social media management was carried out through account updates and the preparation of promotional content. The content created contained product information, menu lists, business location, and promotional material so that it could reach prospective consumers more widely. Social media management was also directed so that the business owner could carry out promotion more consistently. Estiana et al. (2022) and Putri et al. (2023) explain that social media can be an effective promotional tool if managed with content that is relevant, routine, and suited to the character of the product.

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Figure 5. Social media management

Optimization of the Google Maps Profile and Rating

Optimization of the business profile on Google Maps was carried out by completing location information, business name, business category, operating hours, and visual documentation. This activity aimed to increase the business's visibility in online searches and make it easier for consumers to find the business location. The business owner was also given direction regarding the importance of maintaining product quality and service in order to obtain good reviews and ratings from customers. Lestari et al. (2022) and Tampubolon et al. (2024) state that the utilization of Google Maps can support MSME promotion because it helps prospective consumers obtain location information quickly.

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Figure 6. The business profile on Google Maps

Evaluation and Documentation of Mentoring with the MSME Owner

The mentoring activity was carried out directly together with the owner of the Pak'e Eko Solo Culinary MSME. The mentoring included discussions on business needs, presentation of the branding design results, installation of promotional media, optimization of QRIS use, social media management, updating of the Google Maps profile, and documentation of the activity. The business owner gave a positive response because the program implemented was considered to help improve the business's appearance, facilitate the delivery of product information, and expand promotional channels.

Based on the evaluation results, the MSME already has a better visual identity through the new banner and menu list. The utilization of digital media such as QRIS, social media, ShopeeFood, and Google Maps has also become more directed, thereby supporting marketing and service to consumers. The results of the activity show that branding assistance and optimization of digital promotional media provide benefits for business development and increased consumer appeal. This finding strengthens the results of community service by Herlina et al. (2022), Mustika et al. (2021), and Alam et al. (2025), which show that branding and promotion assistance can increase added value and competitiveness for MSMEs.

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Figure 7. Documentation of the mentoring activity with the MSME owner

CONCLUSION AND SUGGESTIONS

Conclusion

The Community Service (PKM) activity at the Pak'e Eko Solo Culinary MSME succeeded in supporting the strengthening of branding and the optimization of digital promotional media. The program implemented included the creation and installation of a business banner, the provision of a more informative menu list, the optimization of QRIS use, the management of social media along with promotional content, the utilization of ShopeeFood, and the updating of the business profile on Google Maps.

The results of the activity show an improvement in the visual identity and promotional media of the business compared with the initial condition. The utilization of digital media has become more directed, helping to increase the business's visibility, facilitate consumer transactions, and expand the reach of promotion. This mentoring activity also increased the business owner's understanding of the importance of branding and digital media as a business development strategy in the digital era.

Suggestions

To maintain the sustainability of the activity's results, the MSME owner is advised to consistently update social media content, utilize QRIS in every transaction, maintain the completeness of information on Google Maps, and optimize ShopeeFood as a means of online sales. The business owner also needs to maintain product and service quality in order to obtain positive reviews from customers.

Future activities can be directed toward further digital marketing assistance, marketplace management, the creation of a promotional content calendar, simple product-photography training, and analysis of the effectiveness of promotional media on increasing sales. In this way, business development can be carried out in a more measurable, consistent, and sustainable manner.

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The authors hope that the activities that have been carried out can provide benefits for the development of the Pak'e Eko Solo Culinary MSME and become a positive contribution to the strengthening of branding and the optimization of digital promotional media for MSME owners.

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