

Tambakasri BUMDes Branding Assistance in Increasing Organizational Value

¹Tomy Rizky Izzalqurny*, ¹Muhammad, ¹Muhammad Andry Prio Utomo, ¹Rifaldy Adinandra Ferdiansyah

¹Universitas Negeri Malang, Indonesia

*Corresponding author

E-mail: tomyrizky.izzalqurny.fe@um.ac.id

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Abstract

Purpose: The purpose of this study is to explore the efforts to develop the economy and improve the quality of life of the community in Tambakasri Village, Tajinan District, Malang Regency, East Java. It focuses on the role of Micro, Small, and Medium Enterprises (MSMEs) in developing the local economy and the need for digital marketing and graphic design skills in promoting MSME products in the digital era.

Method: The study employs a service program that includes initial observation, counseling, mentoring, and evaluation. Observations are conducted to understand the situation and needs in Tambakasri Village. Counseling and mentoring involve training in using Canva and social media for digital marketing. An evaluation is carried out to measure the impact of the training program.

Practical Applications: The practical application of this study lies in its potential to enhance the capabilities of MSMEs in digital marketing and product design. This is achieved through training in the use of Canva and social media, which are key tools in the digital era. The study shows that these skills can have a positive impact on village economic development and help MSMEs compete in the digital era.

Conclusion: The results of this service program show an increase in MSME capabilities in digital marketing and product design. This has a positive impact on the economic development of Tambakasri Village, demonstrating the importance of digital skills in helping MSMEs compete in the digital era. The study concludes that digital marketing and graphic design are key to promoting MSME products and contributing to sustainable economic growth.



Introduction

Tambakasri Village, located in Tajinan District, Malang Regency, East Java, is a geographical journey that moves the heart. This village is spread between coordinates 112.3796 to 112.4234 east longitude and 8.0477 to 8.0251 south latitude. With an area of 216 hectares, Tambakasri Village has abundant natural resources, which include the agricultural, livestock and land sectors. Agriculture is the backbone of the village's economy, with a focus on main food crops such as rice, sugar cane and secondary crops. However, other livelihoods such as animal husbandry and trade also play an important role in the daily lives of the residents of Tambakasri Village. While traditional livelihoods still dominate, this village has not escaped the era of globalization and growing economic challenges.

In this context, MSMEs (Micro, Small and Medium Enterprises) in Tambakasri Village are an important pillar in local economic development. MSMEs are an effort to address various social problems such as poverty and unemployment (Sony Hendra Permana, 2017). They not only create jobs for local residents, but also advance local economic potential and encourage sustainable economic growth. Moreover, with continuous developments in the digital era, MSMEs have the opportunity to increase their competitiveness through digital marketing and graphic design. In this ever-changing context, digital marketing and graphic design have become key elements in efforts to promote MSME products and services. Digital marketing leverages the possibilities of the internet and online presence to reach a larger audience, while graphic design helps in creating eye-catching and attention-grabbing visuals. The internet enables commercial activities where consumers can carry out transactions online (Aris Kurniawan & Moh Asharudin, 2018). The use of technology for promotional purposes is an important key for the growth and sustainability of Micro, Small and Medium Enterprises (MSMEs), as explained by (Alford & Page, 2015)

One way to support digital marketing is by utilizing social media and content marketing (Haryanto et al., 2020). Social Media Marketing is an effort to market products through social media platforms, as explained by (Arrigo, 2018). Meanwhile, Content Marketing is a marketing strategy that involves creating and distributing relevant content, such as photos, videos, articles, and others, to attract consumer attention (Abidin et al., 2021; Seyyedamiri & Tajrobehkar, 2021). From the understanding of these two forms of promotion, it can be seen that graphic design skills are needed to create content that can attract consumer interest. One design editing tool that can be used is Canva. According to (Nuril Esti Khomariah & Puteri Noraisya Primandari, 2021) Canva is a graphic design platform that allows users to easily create various types of creative designs online. Through Canva, we can design posters, flyers and presentations. In this context, Canva can help youth organization members create interesting product content, which can later be uploaded to social media or the Tambakasri Village MSME sales platform. Based on this situation, we plan to hold training for MSME players in Tambakasri Village with the aim of improving skills in digital marketing and product promotion for MSME business people in Tambakasri Village, Tajinan District, Malang Regency. This training will focus on using the Canva App and will include relevant and intensive material. This training activity will be carried out as part of the Community Service program in Tambakasri Village, Tajinan District, Malang Regency.

In Tambakasri Village there are a number of MSMEs operating, divided into two main categories, namely production and trading businesses. The main obstacles faced by MSME actors in this village focus on two aspects. First, they experience difficulties in developing and marketing their business. Second, they have to compete with newcomers who have advantages in implementing technological innovation for marketing purposes in Tambakasri Village, thus having an impact on their business competition. In dealing with the problems described previously, the service team has formulated several solutions which are considered effective. One of the main solutions is to invite experts or individuals who are competent in the field of digital marketing to hold discussions. This discussion activity is considered an effective method in overcoming the problems faced, and this approach supports the findings in previous

research as suggested by (Axelsen et al., 2023; Di et al., 2021; Muttaqijn et al., 2023; Palupiningtyas & Mistriani, 2020). Therefore, the service team will carry out discussions with the Tambakasri village as a first step in presenting solutions to the obstacles faced.

In this discussion, experts will share their knowledge and experience in the field of digital marketing and improving design quality, so that it is hoped that creative ideas and strategies will emerge that can help Tambakasri village optimize their marketing potential online. With this approach, it is hoped that the problems faced can be overcome more effectively and sustainably. One action that can be taken is to provide training to MSME players about digital marketing, which will help them bring innovation and simplify the product marketing process. This training approach has been proven successful in previous contexts, as has been shown by research conducted by (Kadek Novayanti Kusuma Dewi & Luh Putu Mahyuni, 2022; Susanti, 2020; Product & Masa, 2021). Research conducted by (Prihantika et al., 2021; Arifudin et al., 2021; Choirina et al., 2022; Agustina et al., 2021) also shows a significant impact in improving product design. These studies show that digital marketing training and improving product design for MSMEs can produce innovation and increase their understanding of the importance of digitalization. Therefore, training and mentoring activities must be scheduled regularly to achieve optimal results. Success can be measured by looking at the increase in skills of MSME players in terms of digital marketing and improvement in product design, which is expected to make them active in digital media, reaching more than 10% participation compared to before the training and mentoring was carried out.

Method

Community service activities in Tambakasri Village have been selected based on several relevant considerations. This village was chosen as the location for the service because it has collaborated with the State University of Malang. Apart from that, analysis from various sources and observation results state that Tambakasri Village has potential in the digital marketing sector that needs to be improved. Therefore, the research team decided to carry out service there. The focus of this service is on MSME players who do not yet understand the importance of digitalization and design quality in marketing their products. The main aim of this activity is to improve their skills and understanding in using digital technology to create a more effective marketing system. Local partners in Tambakasri Village will play an active role in supporting the success of all service activities.

This service activity will use several methods to achieve maximum results. The methods that will be used include observation, mentoring, training and evaluation. The first stage in developing the service program was to carry out observations in Tambakasri Village. This observation is a crucial initial stage in formulating the most effective and relevant service program. Through this observation, the service team can dig up information and understand the situation in the field in depth. The data obtained from observations will be the basis for formulating programs that suit the real needs faced by the people of Tambakasri Village. Apart from that, observations will also help the service team identify potentials, problems and challenges that need to be overcome, so that the planned program can have a significant impact in improving the quality of life and development of the village.

Next, mentoring and training activities will be carried out based on the results of the observations. This assistance and training aims to provide information to MSME players about the importance of digital marketing, improve the quality of product design and also provide new innovations that can increase their creativity. This activity will last for one month. The evaluation will include: The level of understanding of MSME actors regarding marketing digitalization, new innovations produced by business actors, and village community satisfaction. An evaluation will be carried out after one month, and the results will be used as a consideration whether mentoring and training needs to be extended or is sufficient. After all stages of service activities have been completed in Tambakasri Village, the next step is to carry out a comprehensive evaluation. This evaluation is very important to assess the level of

success of implementing the training program and to optimize the impact of this service activity on the community. The evaluation will involve analysis of various parameters, such as increasing the knowledge and skills of MSME actors, the effectiveness of digital marketing strategies implemented, as well as the participation of MSME actors in digital media. The evaluation results will help the service team to evaluate and improve the program, if necessary, so that the program can provide maximum benefits for MSMEs in Tambakasri Village and contribute to the overall economic development of the village.

Result

The service team from the State University of Malang (UM) will implement a program aimed at improving marketing aspects and improving product design quality for Micro, Small and Medium Enterprises (MSMEs) that are actively operating in Tambakasri Village. This service program is designed with an integrated approach that includes counseling and mentoring, with a focus on developing digital marketing strategies. This program is entitled "Entrepreneurial Optimization in Business Development in the 5.0 Era," as can be seen in the description of the material presented in figure 1.

Figure 1. Digital Marketing Service Material and Improving The Quality of Product Design in Tambakasri Village



Source: Private Documentation, 2023.

The material presented in this program involves online marketing strategies and improving product quality that can be applied to promote MSMEs in Tambakasri village. This material is not only theoretical, but is also supported by relevant digital marketing data and practices. This service activity involves three main stages, namely observation, counseling, mentoring and evaluation. The initial stage was observations carried out on July 13 2023 in Tambakasri Village, Malang Regency. This observation aims to gain a deep understanding of the situation and potential that exists in Tambakasri Village. In these observations, Tambakasri Village appears to be a village that is developing and has a number of potentials that can be maximized. The Tambakasri Village Office, shown in Figure 2. is the center of various activities, initiated by Village officials.

Figure 2. Tambakasri Village Office, Tajinan District



Source: Private Documentation, 2023.

During the observation stage, the service team, led by Tomy Rizky Izzalqurny, S.E., M.S.A., together with a team of students, interacted with the head of Tambakasri Village. Discussion with the Village Head, which is depicted in Figure 3.

Figure 3. Discussion with the Head of Tambakasri Village, Tajinan District



Source: Private Documentation, 2023.

The results of this discussion show that an effective service program is assistance in developing digital marketing content for MSMEs and BUMDesa. Thus, the service program is directed at increasing understanding and implementation of digital marketing, with the aim of optimizing business and economic potential in Tambakasri Village. Next, the team conducted a survey at BUMDesa which also acts as a representative for MSMEs in Tambakasri Village. BUMDesa has an important role in managing various local products, such as processed maggots, which have significant market potential. The results of the discussion with Mr. Zamroni, BUMDesa manager, are depicted in Figure 4.

Figure 4. Discussion with Mr. Zamroni



Source: Private Documentation, 2023.

BUMDesa manager shows that MSMEs need assistance in developing digital marketing content. From this discussion, we can see awareness of the importance of improving logo design and product packaging to attract more buyers.

Figure 5. Discussion with Mr. Zamroni, BUMDesa manager



Source: Private Documentation, 2023.

Using the results of these observations as a basis, the service team realized that the next step was to provide guidance in digital marketing and improving product quality design. This will not only help in increasing sales of MSME products but will also improve their image and competitiveness in the market. Within this framework, training and guidance in developing digital marketing content is an effective solution to overcome the obstacles that have been identified. This service program, which includes counseling and mentoring, is expected to provide concrete benefits for MSMEs in Tambakasri Village. This program is also expected to contribute to overall village economic growth, by helping MSMEs improve their skills and understanding in digital marketing and improving product design. Thus, it is hoped that this program will become an important milestone in developing the potential for MSME progress in Tambakasri Village.

Assistance was carried out for 2 days in the Tambakasri Village meeting area. On the first day it was attended by 30 participants from MSME actors starting from 08.00 to 12.00 and on the second day only BUMDes managers were represented. This community service was

carried out in August 2023. On the first day the companion gave an introduction to the Canva application as an easy design tool to representatives of the MSMEs in Tambakasri Village. Next, the participants implemented the directions from the companion to create a promotional poster for products within the scope of the MSMEs in Tambakasri Village. The results of the participants' poster designs will be evaluated by the committee.

Figure 6. Design Improvement Training with the Canva Application



Source: Private Documentation, 2023.

After providing material assistance regarding the use of Canva, assistance was then provided in optimizing social media as a digital marketing tool. The mentor introduced the basics of digital marketing and asked participants to create Instagram, Facebook and WhatsApp business accounts to be more optimal in carrying out business activities. At the end of the first day of service activities, a discussion was held with MSME actors in Tambakasri village which received a positive response from the participants. The results of this discussion are to provide input on the work that has been created and choose which work is the best so that door prizes will be given. The activity closed with prayer and a group photo shown in Figure 7.

Figure 7. Handing Out Door Prizes.



Source: Private Documentation, 2023.

The second day of service activities in Tambakasri Village was a very important continuation of the assistance efforts that had begun previously. Today, the main focus is to provide further assistance to the managers of Tambakasri Village-Owned Enterprises (BUMDes), which have a key role in advancing the local economy. Two BUMDes administrators, namely Mr. Zamroni and another representative, were the representatives who played a role in this activity. They have been involved in previous activities and have important

responsibilities in managing BUMDes. As administrators, they have a significant role in making decisions and moving BUMDes towards success.

Figure 8. Continued assistance with representatives of BUMDes management



Source: Private Documentation, 2023.

Follow-up assistance on the second day was intensive, starting from 08.00 to 14.00. This long period of time allows the service team to provide more detailed and in-depth guidance to BUMDes managers. During the mentoring session, BUMDes representatives seemed very enthusiastic and active. They asked various questions related to digital marketing, which is an important element in expanding digital marketing of MSME products. Apart from that, BUMDes representatives also asked for guidance on how to improve the quality of product design. This shows their commitment to improving the products and services offered by MSMEs in the village. They want to utilize the knowledge they have gained during this mentoring to develop and empower local business actors. This second day's activities were an opportunity for the service team to provide more specific and focused guidance to BUMDes managers. The hope is that the knowledge and skills they gain during this mentoring can be implemented well and be useful for the economic development of Tambakasri village. The success of BUMDes has had a very positive impact on the welfare of the local community, and the second day of assistance is an important step in achieving this goal.

Evaluation of service activities is an important step in understanding the impact and progress of a program or project. In the context of community service carried out in Tambakasri Village, evaluation is the final stage that provides an in-depth understanding of the development of digital marketing of MSME products. This evaluation focuses on measuring how digitalization and product packaging quality have influenced business actors in the village. From the evaluation results, it can be concluded that some business actors, namely around 20%, have started to utilize social media such as WhatsApp and buying and selling platforms to expand the reach of their products. This shows that they are starting to understand the potential that digital technology has in improving marketing. Apart from that, the evaluation results also noted that around 15% of business actors had succeeded in improving the quality of their product designs. This indicates an improvement in the aesthetic aspects and quality of the products they offer. However, the evaluation also highlights the fact that most business actors still rely on conventional methods of doing business, without taking full advantage of digital potential.

However, what is more important is that the results of this evaluation show an increase in business actors' understanding of digitalization. These results create opportunities to provide more intensive assistance in the future. The community also showed a strong interest in getting further assistance. Based on these findings, the service team plans to continue providing more in-depth and focused guidance to business actors who still depend on conventional methods. It is hoped that this step will help them adopt digital technology more

effectively, improve marketing of their products, and ultimately, improve economic prosperity in Tambakasri Village. This evaluation, therefore, serves as an invaluable guide in designing more effective follow-up for future community service.

Discussion

The service program implemented by the State University of Malang (UM) team in Tambakasri Village has shown significant potential in improving the marketing aspects and product design quality for Micro, Small and Medium Enterprises (MSMEs). The integrated approach of counseling and mentoring, with a focus on developing digital marketing strategies, has been well received by the local community. The initial observation stage provided valuable insights into the potential of Tambakasri Village. The interaction with the village head and the BUMDesa manager highlighted the need for assistance in developing digital marketing content and improving product design. This feedback was crucial in shaping the direction of the service program. The training on the use of Canva and the optimization of social media as a digital marketing tool were particularly effective. The participants were able to apply the knowledge gained to create promotional posters for their products and establish business accounts on various social media platforms. This hands-on approach not only increased their digital marketing skills but also boosted their confidence in using these tools.

The second day of the service program, which focused on providing further assistance to the BUMDes managers, was an important step in advancing the local economy. The intensive mentoring session allowed the service team to provide more specific and focused guidance. The enthusiasm and active participation of the BUMDes representatives were encouraging signs of their commitment to improving the products and services offered by MSMEs in the village. The evaluation of the service activities provided an in-depth understanding of the progress made in the development of digital marketing of MSME products. The success of BUMDes has had a very positive impact on the welfare of the local community. However, continuous effort and follow-up are necessary to ensure the sustainability of these improvements. In conclusion, the service program has made significant strides in optimizing entrepreneurial activities in Tambakasri Village. It is hoped that this program will become an important milestone in developing the potential for MSME progress in the village. The experience and lessons learned from this program can also serve as a valuable reference for similar initiatives in other rural areas.

Conclusion

This article discusses efforts to develop the economy and improve the quality of life of the community in Tambakasri Village. However, the challenges of globalization and rapid economic development encourage the need for innovation. Micro, Small and Medium Enterprises (MSMEs) in Tambakasri Village have an important role in developing the local economy. Service activities include initial observation, counseling, mentoring and evaluation. Observations help the service team understand the situation and needs in Tambakasri Village. Counseling and mentoring involves training in the use of Canva and social media for digital marketing. Evaluation is carried out to measure the impact of the training program. The results of this service program show an increase in MSME capabilities in digital marketing and product design, with a positive impact on village economic development. This is important in helping MSMEs compete in the digital era

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