e-ISSN: 2745-9535
No. 105/E/KPT/2022
Jurnal Pengabdian Masyarakat
Member of: AJEBI
Editorial Office: Jl. Soekarno-Hatta, Rembuksari No. 1A, Malang, East Java, Indonesia, 65113
Contact: Phone: +62 (341) 478494 e-mail: jpm@asia.ac.id
The journal is published by Institut Teknologi dan Bisnis Asia Malang
Website: https://jurnal.stie.asia.ac.id/index.php/jpm
Indexed in: Google Crossref neliti GARUDA Journal Dimensions

Community Services through Opak Gendar Bu Ooh MSME Assistance in Sukabungah Village: Branding, Digital Marketing, and QRIS Activation

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Volume
7
Issue
2
Edition
November
Page
458-470
Year
2026

Article History

Submission: 19-08-2026
Review: 21-08-2026
Accepted: 27-09-2026

Keyword

MSMEs;
Branding;
QRIS;
Real World Lectures;
Social Media;

How to cite

Rohalia, G., Nurhasanah, M., Ratnasari, H. N., Sanjaya, H., Delima, A. A., & Tanjung, A. (2026). Community Services Through Opak Gendar Bu Ooh MSME Assistance in Sukabungah Village: Branding, Digital Marketing, and QRIS Activation. Jurnal Pengabdian Masyarakat, 7(2), 458–470. https://doi.org/10.32815/jpm.v7i2.3095

Abstract

Purpose: This community service aims to enhance product quality, business identity, marketing, and managerial capacity for Opak Gendar Bu Ooh MSME by addressing packaging, branding, and digitalization limitations.

Method: A descriptive qualitative approach was utilized, encompassing preparation, problem identification, needs analysis, program planning, implementation, and completion stages.

Practical Applications: Practical interventions included redesigning packaging and logos, activating QRIS digital payments, establishing Instagram and TikTok accounts, and providing financial recording training. These applications directly improve the MSME's marketing reach, digital transaction capability, and operational efficiency.

Conclusion: The program successfully elevated the partner's professional image and business competitiveness. Long-term sustainability relies heavily on the partner's continuous commitment to digital management, quality maintenance, and regular financial administration.

Introduction

The University has the responsibility to implement the Tri Dharma of Higher Education, which includes education, research, and community service. One of the real manifestations of the implementation of the third dharma is the Real Work Lecture (KKN) program. One of the activities that significantly improves students' critical skills and experience is Real Work lectures. (Galuh Fandatiar 2015 in Fauzi et al., 2023, 2023). The Real Work Lecture Program is a companion course that must be taken by students in every undergraduate program, which is an intracurricular activity that provides a learning experience for students to live in the community while helping to solve various problems faced by the community directly. Through KKN, students are not only required to transfer knowledge and technology obtained in higher education, but are also trained to think critically and applicatively in designing solutions to real problems faced by society, including in the field of people's economy.

One of the local economic potentials that has high cultural and economic value is traditional food products. Crackers opak or gendar are traditional snacks made from rice or rice that is processed, shaped, dried in the sun, and fried until crispy. This product is spread across various regions of Java and has the potential to become a superior product for villages because the raw materials are easy to get, the production process is relatively simple, and has the appeal of being a souvenir and daily snack. In the midst of increasing public interest in authentic local products, the existence of business people who consistently produce opak gendar is one of the important assets for the village economy. The development of local opak products through the KKN program has shown a positive impact on product quality, packaging innovation, and increased sales (Makin et al., 2025 and Muzayanah et al., 2024). However, the development of the digital economy era has brought quite significant changes in business and marketing patterns. Marketing activities that were previously carried out conventionally are now shifting to a more dynamic, interactive, and technology-based digital. Digital marketing provides great opportunities for MSME actors to reach a wider market, increase product visibility, and build closer relationships with consumers (Tanjung et al., 2026). In addition, the use of digital technology has also been proven to be able to increase the competitiveness and sustainability of MSME businesses in the midst of global competition (Tanjung & Young, 2026).

Sukabungah Village, Bojongmangu District, Bekasi Regency, West Java Province, is one of the villages that has the potential for the development of local food-based MSMEs. In this village, there is an Opak Gendar Bu Ooh MSME that produces opak gendar as a home-based business. Despite having market potential, similar MSMEs generally still face various obstacles, including limited packaging innovation, not yet strong branding, marketing reach that still relies on local or word-of-mouth sales, traditional production processes, and a lack of business legality and the use of digital technology. This condition hinders the increase in competitiveness and business scale. As we all know, MSMEs are one of the sectors that have a big role in the national economy. Various previous literature has recorded its existence that Sholen was able to survive even in times of economic crisis (Nugrahani, 2015 in Aras Prabowo et al., 2023). Previous research and services confirm that branding, packaging, and digital marketing issues are common challenges faced by traditional food MSMEs (Budiman, 2025).

In more detail, Opak Gendar Bu Ooh MSMEs are currently operating as a home-based business with an average production scale of around [contents: number of kg/month or number of packaging/month] per month, involving [contents: number of workers] of workers who mostly come from family members. The sales volume before the KKN program took place is estimated to be in the range of [content: number of units/turnover per month], with marketing coverage still limited to the [content: scope of marketing area]. This initial data confirms that the scale of Opak Gendar Bu Ooh's business is still classified as micro and highly dependent on the local market, so community service interventions that focus on branding, packaging, and digital marketing are relevant to encourage market expansion and increase the selling value of products.

Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, Micro Enterprises is defined as productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in the law. Meanwhile, Small and Medium Enterprises are independent productive economic enterprises, run by individuals or business entities, and not subsidiaries or branches of large corporations.

Community service activities through KKN in Sukabungah Village are focused on helping MSMEs of Mrs. Ooh Gendar Opak. The purpose of this activity is to help partners improve product quality, create Qris, strengthen business identity (branding and packaging), expand marketing reach, create social media accounts, and increase managerial capacity and business competitiveness. Branding and packaging design assistance has been shown to increase the attractiveness of MSMEs' products and selling value (Panjaitan et al., 2025), while the use of social media and digital platforms significantly expands market reach (Putri et al., 2023 and Sitanggang et al., 2024). It is hoped that through this assistance, Opak Gendar Bu Ooh MSMEs can develop sustainably and make a greater contribution to the family and village economy.

The program not only supports the empowerment of the local economy, but also strengthens the synergy between the university and the community in an effort to create a more independent and competitive village. Through the Opak Gendar Bu Ooh MSME assistance activities in Sukabungah Village, it is hoped that partners can improve product quality, expand marketing reach, and manage their business more professionally and sustainably, so that it can have a positive impact on the welfare of families and the village economy as a whole.

Method

This community service activity uses a qualitative approach with a descriptive method, which is an approach that aims to describe, analyze, and document the MSME assistance process in depth based on data and facts found in the field during the implementation of the Real Work Lecture (KKN) in Hamlet 3 RT/RW 012/005 Sukabungah Village, Bojongmangu District, Bekasi Regency. The qualitative approach was chosen because this service activity emphasizes more contextual understanding of the problems faced by MSMEs, the process of interaction between students and business people, and the changes that occur during the mentoring process that cannot be fully quantitatively measured. A similar method is widely used in KKN-based MSME assistance programs that emphasize the active participation of partners (Sari et al., 2025).

The Preparation Stage

The preparation stage began with initial coordination with the Sukabungah Village Government to obtain permits to carry out activities and explore initial information about the potential of MSMEs in the area, including the profile of MSMEs Bu Ooh Gendar Opak. In addition, the KKN Team conducts visits and direct communication with MSME owners to build good relationships and explore the problems and needs of partners directly. Based on the results of the coordination, the KKN Team prepared a work plan that included activity objectives, task divisions, and implementation schedules, as well as conducting literature studies related to the development of traditional food MSMEs, packaging standards, product branding, and the use of digital technology such as QRIS and social media, as a basis for designing a targeted mentoring program.

Picture 1. Coordination of the KKN Team with the Sukabungah Village Government



Source: Private Documentation, 2026.

Problem Identification and Needs Analysis Stage

At this stage, the KKN Team conducts direct observation of the production process, packaging conditions, marketing system, and business management of Opak Gendar Bu Ooh MSMEs to get a real picture of business conditions in the field. In addition to observations, in-depth interviews were also conducted with business owners (Mrs. Ooh) to further explore the problems faced, including the limitations of packaging innovation, weak brand identity, limited marketing reach in local coverage, the absence of a digital payment system (QRIS), and the lack of use of social media and business management that is still carried out in simple and conventional ways.

From the results of these observations and interviews, the KKN Team obtained sufficient data and information to understand the root problems faced by MSMEs, both in terms of production, packaging, and product marketing. All findings are then collected and analyzed together by the KKN Team to determine the scale of intervention priority, taking into account the level of urgency of the problem, the availability of resources, and the readiness of partners in receiving mentoring programs, so that the next designed program can be more directed, realistic, and have an optimal impact on the business development of Opak Gendar Bu Ooh.

Picture 2. Initial visit and discussion with the owner of MSMEs Opak Gendar Bu Ooh



Source: Private Documentation, 2026.

Program Planning Stage

Based on the results of the needs analysis that had been carried out in the previous stage, the KKN Team then designed a mentoring program that was systematically prepared to answer the main problems faced by Opak Gendar Bu Ooh MSMEs. The mentoring program includes repairing and redesigning product packaging to make it look more attractive, hygienic, and informative, thereby increasing the attractiveness of the product in the eyes of consumers. In addition, this program also focuses on strengthening business branding through logo creation, brand design, and a more consistent visual identity structure, in order to build a more professional and easily recognizable business image.

On the marketing side, the KKN Team plans to create social media accounts as a way to promote products more widely, as well as provide assistance in creating and activating QRIS to make it easier for consumers to make digital payment transactions. The program is

also geared towards enhancing the managerial capacity of partners through simple training on basic financial recording and preparation of more targeted marketing strategies. As the final stage of planning, plans are also drawn up to expand the marketing reach, both offline through direct sales and cooperation with local stores or kiosks, as well as online through social media and other digital platforms, so that Opak Gendar Bu Ooh's products can reach a wider market and develop sustainably. The use of social media (Instagram, Tiktok) and the QRIS digital payment system has been proven to facilitate transactions and expand the reach of the MSME market (Supriyanto et al., 2025).

Picture 3. Internal Discussion of the KKN Team in planning the MSME mentoring program



Source: Private Documentation, 2026.

Implementation Stage

The implementation stage is the core stage of the overall service program, where the KKN Team implements the plan that has been prepared through a combination of training and direct assistance with MSME actors. The activity began with assistance in packaging design and product branding which was carried out in a participatory manner, so that the actors not only received the final result, but were also directly involved in the decision-making process related to the appearance and identity of the product. In addition, the KKN Team provides assistance in creating and activating QRIS to facilitate digital transactions, so that consumers can make payments more practically and no longer rely solely on cash transactions.

Picture 4. QRIS Creation Help



Picture 5. Packaging and Logo Help



Picture 6. Completion of Brand Design and Packaging of MSME Products



Source: Private Documentation, 2026.

In the aspect of digital marketing, the creation of social media accounts such as Tiktok is carried out with simple content management training so that actors can operate and use the account independently after the program ends. In addition, the KKN Team also provides training and assistance in product marketing practices, both through social media and strengthening local sales strategies, as an effort to expand the market reach of Opak Gendar Bu Ooh. On the product side, assistance is also carried out to improve the quality in terms of presentation and completeness of information on the packaging, so that the product looks more professional and in accordance with the standards of food products that are suitable for sale. To conclude this stage, the KKN Team held simple record-keeping discussions and practices with partners to support more routine business management, especially in terms of basic financial recording as an implementation of business sustainability in the future.

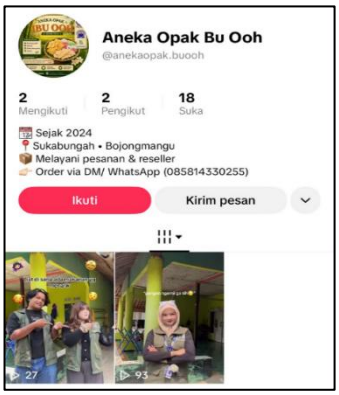
Picture 7. Offline Product Marketing



Picture 8. Online Product Marketing through TikTok



Picture 9. Creating a TikTok Account by the KKN Team



Picture 10. Instagram account of MSME products



Source: Private Documentation, 2026.

Completion Stage

At this stage, the KKN Team handed over the results of the assistance to the owners of Opak Gendar Bu Ooh MSMEs, including completed packaging and branding designs, social media accounts that have been active along with management guidelines, QRIS that has been activated, so that partners can continue and develop all assistance results independently. In addition to handover, the KKN Team also provides final assistance in the form of evaluation with partners to see the extent to which the programs that have been implemented provide benefits and identify obstacles that may still be faced, as well as provide suggestions and recommendations for follow-up so that Opak Gendar Bu Ooh's business can continue to grow. As a conclusion to the series of activities, the final documentation and preparation of activity reports are also carried out as a form of accountability for the implementation of the program, as well as as evaluation and reference material for similar service programs in the future.

Picture 11. Settlement and Handover to MSME Actors



Source: Private Documentation, 2026.

Result

The Opak Gendar Bu Ooh MSME assistance activity in Hamlet 3 RT/RW 012/005 Sukabungah Village, Bojongmangu District, Bekasi Regency, has been carried out according to the stages that have been designed. The results achieved include aspects of product, branding, digital marketing, and payment systems. In terms of packaging and branding, the KKN Team succeeded in redesigning product packaging in a participatory manner with business owners. The new packaging design is made more attractive, hygienic and informative by incorporating product names, brand identities and basic information that supports consumer appeal and trust. The logo and visual identity of the business are also arranged so that the image of Opak Gendar Bu Ooh's products becomes more consistent and professional. The design results are then submitted to MSME actors to be used in further production and marketing activities. In the aspect of the digital payment system, the KKN Team assists in the process of creating and activating QRIS. Once activated, MSME actors have a non-cash transaction facility that makes it easier for consumers to make payments. The existence of QRIS reduces dependence on cash transactions and supports business adaptation to people's digital payment habits.

Digital marketing, the KKN Team creates and activates product-specific social media accounts, namely Instagram (@opak_buooh) and TikTok (@anekaopak.buooh). These accounts are equipped with simple promotional content and basic management guidelines so that MSMEs can operate independently after the program ends. Offline marketing is also strengthened through direct sales strategies and cooperation with local networks. The combination of online and offline marketing expands the opportunity of market reach beyond the previously mainstay of word-of-mouth. As an early indication of the impact, in the first week post-activation, [content: number of QRIS transactions in the first week] transactions through QRIS were recorded, while newly created Instagram and TikTok accounts gained [content: number of Instagram followers] and [content: number of TikTok followers] respectively in the same period. MSME actors also reported an increase in initial sales of approximately [content: percentage/amount of sales increase] compared to before the program started. This data is indicative and has not been measured longitudinally, but it provides an initial idea that the interventions carried out are starting to be responded to in real terms by the market. Evaluation discussions with MSME actors at the completion stage showed that the results of the mentoring were well received and were considered useful to improve product performance and open up wider marketing opportunities. Overall, the series of activities resulted in a complete mentoring package including packaging design and branding, active QRIS, and social media accounts that are already running. All of these results have been submitted to the owner of Opak Bu Ooh MSMEs along with follow-up recommendations so that they can be continued independently.

Discussion

The implementation of community service programs through Real Work Lectures (KKN) in Sukabungah Village shows that a mentoring approach based on the needs of partners can be a strategic instrument to increase the management capacity and competitiveness of traditional food MSMEs. Assistance to MSMEs from Opak Gendar Bu Ooh is directed at a number of key issues, including the limitations of packaging innovation, the lack of a strong brand identity, limited marketing reach, the lack of optimal use of digital technology, and the unavailability of a cashless payment system. The interventions carried out produced various results in the form of the development of packaging design and visual identity, QRIS activation, the formation of marketing channels through Instagram and TikTok, the strengthening of online and offline marketing strategies, and the introduction of simple financial records. These achievements demonstrate that the program has responded to the priority needs of partners and established an initial foundation for business development that is more adaptive to the changing business environment.

In terms of product development, changes in packaging and brand identity are one of the results that are directly relevant to efforts to increase the competitiveness of MSMEs. Packaging redesign is carried out in a participatory manner by considering the needs of product identity, readability of information, visual appeal, and suitability with the characteristics of the product being marketed. This approach is important because packaging not only serves as a product protector, but also serves as a marketing communication medium that shapes consumers' perception of the quality and professionalism of a product. This finding is in line with Panjaitan et al. (2025) who show that assistance in branding and packaging aspects can increase the attractiveness of MSME products. This result is also related to Muzayanah et al. (2024), which places product development as one of the approaches to increase the added value of opak-based MSMEs. Thus, interventions in the packaging and branding aspects in this activity can be seen as an effort to build a stronger product identity while increasing the readiness of MSMEs to face market competition.

Reinforcing visual identity also impacts the consistency of product communication. Before becoming a mentor, the business identity had not been optimally developed, so the opportunity to build brand recognition consistently was limited. Through the preparation of a logo and more targeted visual elements, MSMEs obtain communication instruments that can be used sustainably in packaging and promotional media. In the context of MSME development, visual identity consistency is important because consumers not only consider the characteristics of the product, but also receive information through various visual elements inherent in the product. Therefore, the development of branding in this program is not only oriented towards aesthetic change, but also aims to strengthen the position and recognition of products in the broader market environment.

Transformation in the marketing aspect is another important part of mentoring results. The creation of Instagram and TikTok accounts provides alternative communication channels that allow MSMEs to convey product information to consumers more widely than the marketing pattern that previously relied more on local sales and word-of-mouth communication. The use of social media also allows for more interactive communication because business people can convey product information while responding to potential consumers directly. Putri et al. (2023) show that the use of Instagram social media combined with the development of packaging design can support the development of MSMEs of food products. These findings reinforce the argument that product identity development and marketing channel expansion must be done simultaneously so that the interventions provided do not stop at improving product appearance.

In a broader perspective, the use of digital media is part of the process of MSMEs adapting to changes in the business ecosystem. Tanjung and Young (2026) explained that digital marketing strategies supported by marketing competencies, social communication, and competitive advantage are related to improving the performance of MSMEs. Meanwhile,

Tanjung et al. (2026) emphasized the importance of improving digital marketing management capabilities as an adaptation strategy for MSMEs in the digital economy era. Based on this perspective, the creation of social media accounts in this program should not be understood as an end achievement, but rather as an initial stage in building the digital capacity of partners. The usability of these channels will be largely determined by the partner's ability to maintain consistency in content production, manage interactions with consumers, and integrate digital activities with sales strategies.

The implementation of QRIS shows other forms of technology adaptation that have been successfully introduced to partners. The presence of a digital payment system provides a non-cash transaction option that can simplify the payment process for consumers while increasing the readiness of MSMEs to keep up with the development of the transaction system. Sitanggang et al. (2024) stated that the use of QRIS-based digital payment systems is a form of technological adaptation that can be used by MSME actors. The results are also shown by Supriyanto et al. (2025), who highlight the application of QRIS as a non-cash payment innovation for SMEs. In this activity, QRIS activation can be seen as part of strengthening business digital infrastructure. However, data on activity outcomes do not show quantitative measurements of changes in transaction volume, turnover, and profit after the use of QRIS. Therefore, the expected impact of these activities is increased readiness of partners to provide digital payment alternatives, rather than claims of direct improvement in financial performance.

When viewed integratively, various interventions are related to forming a more comprehensive business development ecosystem. Improved packaging and branding serve to strengthen product identity, social media provides a means to expand marketing communication, while QRIS supports ease of transactions. This combination becomes more relevant than interventions that only focus on one aspect because MSME problems are basically multidimensional. Improving the visual quality of products, for example, will not provide optimal benefits if it is not followed by an expansion of market access. On the other hand, increasing marketing reach also needs to be supported by a clear product identity so that consumers can recognize the product consistently. This integrative approach is in line with previous research and service activities that place branding, packaging, digital marketing, and management capacity building as complementary parts of MSME development (Budiman, 2025; Panjaitan et al., 2025; Sari et al., 2025).

The aspect of partner participation is an important factor in explaining the program achievement process. The implementation of mentoring does not entirely use a finished product approach, but involves MSME owners in the process of identifying problems, determining needs, developing branding and packaging, and applying digital technology. This kind of engagement has the potential to increase a sense of ownership over program outcomes as partners gain hands-on experience in the decision-making process and the use of various instruments developed. This kind of approach is in line with Sari et al. (2025), which emphasizes the importance of partner participation in MSME mentoring programs. Thus, the success of a service is not only determined by the implementation team's ability to generate outputs, but also by the readiness and involvement of partners in receiving, understanding, and implementing the mentoring results.

From an economic perspective, the program provides a basis for improving professionalism and business competitiveness, although the economic impact cannot be expressed in the form of increased turnover or profits quantitatively. Changes in product identity, expansion of marketing channels, and availability of digital payment facilities support capital that can be used for market development in the next stage. This suggests that program outcomes are more appropriately placed as a supporting factor* or a supporting factor for business growth, rather than as direct evidence of economic growth. This interpretive approach is necessary so that conclusions about the impact of activities remain proportional to the available data.

This program also has limitations that need to be considered in evaluating the effectiveness of activities. The main limitation lies in the relatively limited duration of KKN implementation so that monitoring the sustainability of the results of the use of aid cannot be carried out longitudinally. In addition, this activity does not use quantitative indicators before and after the intervention to measure changes in turnover, number of customers, digital transaction rates, marketing reach, and consumer engagement levels on social media. These limitations cause program impact to be judged more on the achievement of partner outputs and responses than on measurable changes in business performance. Therefore, the interpretation of the results must be done carefully so that the effectiveness of the program is not overgeneralized.

Sustainability is a very decisive aspect in maintaining the benefits of the program after the mentoring period ends. All proceeds of assistance have been submitted to MSME owners, including packaging design and branding, social media accounts, QRIS, and business development recommendations. However, the existence of such devices does not automatically guarantee the sustainability of impacts. Its utilization is greatly influenced by the consistency of partners in managing social media, using digital payment systems, maintaining product and packaging quality, and conducting regular financial records. The activity paper also emphasized that the sustainability of program benefits is highly dependent on the commitment of business people in managing various aid outcomes.

Based on these conditions, further assistance needs to be directed to post-program monitoring and evaluation mechanisms. Monitoring can be done periodically to determine the consistency of social media management, the level of QRIS usage, the implementation of financial records, the development of marketing networks, and consumer responses to packaging and branding changes. In addition, subsequent programs need to establish measurable success indicators from the early stages. These indicators can be changes in marketing reach, frequency of social media activity, number of digital transactions, number of marketing partners, and developments in sales performance. The use of these indicators will allow impact evaluations to be carried out more objectively and provide a stronger basis for determining the effectiveness of service programs.

From a replication perspective, the mentoring model applied to Opak Gendar Bu Ooh MSMEs has the opportunity to be developed in other traditional food MSMEs. The stages of identifying needs, designing interventions, developing branding and packaging, digitizing marketing and payments, business management training, and evaluation can be used as a basic framework in similar activities. However, replication should not be done uniformly because each MSME has different product characteristics, resource capacity, market conditions, and digital readiness levels. Adjustments to the specific needs of partners are a prerequisite for the interventions provided to remain relevant. Previous experience in developing opak products through the KKN program also shows that product innovation and economic empowerment can be developed simultaneously in the context of local communities (Makin et al., 2025).

This program provides learning that community services that are oriented towards MSME empowerment need to shift the focus from just providing products or facilities to increasing the capacity of partners. The provision of packaging designs, social media accounts, and QRIS will provide greater benefits if accompanied by knowledge transfer on how to operate, develop, and evaluate its use. Therefore, the mentoring approach needs to be directed to increase the independence of partners so that dependence on the implementation team can be minimized after the program is completed. This principle is important to ensure that services generate changes that can be sustained and developed by the community independently.

Collaboration between universities, village governments, MSME actors, and communities also needs to be strengthened as a sustainability strategy. Universities can play a role in the provision of knowledge, technology, and mentoring, while village governments

can support access to local economic promotion and development networks. MSME actors play the role of the main actors who determine the implementation of program results in daily business activities. This synergy is important because the development of MSMEs is not only related to the internal capabilities of the business, but is also influenced by the surrounding social and economic environment. Strengthening MSMEs based on local products can ultimately contribute to the family and village economy if supported by a conducive ecosystem (Romli et al., 2026).

Overall, community service activities at Opak Gendar Bu Ooh MSMEs show that assistance that is designed based on real problems and implemented in a participatory manner is able to produce changes in aspects of product identity, packaging, digital marketing, and readiness for non-cash transactions. These results provide a stronger foundation for partners to grow their businesses independently. However, the success of the program in the long term still requires consistency in the implementation, monitoring, and capacity building after the KKN activities end. Therefore, the main contribution of this activity lies not only in the output generated, but in the formation of the initial capacity of partners to adapt to the demands of marketing and business management in the digital era. Similar service programs in the future need to be complemented by impact measurement based on quantitative indicators and post-program monitoring so that the relationship between interventions and changes in MSME performance can be proven to be stronger.

Conclusion

The community service program through the Real Work Lecture (KKN) in Sukabungah Village has successfully carried out assistance for Opak Gendar Bu Ooh MSMEs in accordance with the goals that have been set. Through the stages of preparation, problem identification, planning, implementation, and resolution, MSME actors gain an increase in product visual identity, packaging, digital payment system (QRIS), and social media presence. This activity shows that participatory assistance based on the real needs of business people can help MSMEs overcome the limitations of branding, marketing reach, and the use of digital technology. Although the scale of the business is still limited and the production process remains traditional, the results of the mentoring provide a stronger foundation to improve the competitiveness and professionalism of the business. Theoretically, these findings affirm the role of universities as agents of change in rural development, where KKN functions as a bridge that connects academic knowledge with the practical needs of the community through the implementation of the Tri Dharma of Higher Education. Thus, the university's contribution is not only technical in the form of skill transfer, but also strategic in encouraging the creation of a sustainable village economic empowerment ecosystem.

The sustainability of the impact of this program depends on the commitment of business people in managing social media accounts consistently, utilizing QRIS, and maintaining product and packaging quality. The KKN team recommends that MSME actors continue to develop product and packaging innovations, as well as establish wider marketing cooperation with stores, booths, or other digital platforms. With Opak Gendar Bu Ooh MSMEs, it is hoped that they can develop sustainably and make a more real contribution to the family economy and Sukabungah Village.

Acknowledgements

The author would like to express his deepest gratitude to all parties who have helped and supported the implementation of community service activities through this Real Work Lecture (KKN). The first thank you was conveyed to Universitas Pelita Bangsa for providing opportunities, facilities, and full support in the implementation of the KKN program as part of the implementation of the Tri Dharma of Higher Education. Thank you also to the Field Supervisor, Mrs. Agustini Tanjung, for all the guidance, direction, motivation, and very valuable input from the preparation stage to the completion of the activity.

The author also expresses his appreciation to the Sukabungah Village Government, Bojongmangu District, Bekasi Regency, which has provided permits, support, and facilities during the implementation of activities in the village area, as well as to the people of Hamlet 3 RT/RW 012/005 Sukabungah Village who have accepted and supported the presence of the KKN Team during the service period. Special thanks are also expressed to Mrs. Ooh as the owner of Opak Gendar Bu Ooh MSMEs, who is willing to be a mentoring partner, is open to the collaboration process, and actively participates in every stage of activities from planning to submission of program results.

Not to forget, the author would like to thank all members of the Pelita Bangsa University KKN Team, namely Yoga Febri Adji Nurizzki, Widya Qothrunnada, Azzah Haura Nurul Mahdiyyah, Muhammad Jumadi, Eliza Kotrun Nada, Chintya Shafwa Nabilla, Inggit Saraswati Nur Ain, Dahlita, and Dennis Nugroho for their cooperation, cohesiveness, and contribution of energy and thought given during the entire series of activities. Gratitude is also expressed to all other parties who cannot be mentioned one by one, who have provided assistance both directly and indirectly so that this service activity can be carried out properly and smoothly. Hopefully the results of this service activity can provide real benefits for Opak Gendar Bu Ooh MSMEs and the sustainable economic development of Sukabungah Village.

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