

## Community Empowerment through Product Branding and Digital Marketing Techniques to Improve Economic Competitiveness and Entrepreneurship of Urban Families

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### Abstract

Product packaging and product branding will be key factors in introducing products to consumers, especially through digital media because most people are already digital media literate. However, these things are problems faced by business actors in South Meruya Village. As a manifestation of the responsibility of higher education institutions to the community, this is by providing educational solutions through community service activity programs to the people of Meruya Selatan Subdistrict, which is one of Mercu Buana University's partners, in the form of training activities on product packaging processes that are efficient, environmentally friendly and have high selling value levels as well as creating a branding design, where later this packaging and branding will become a distinctive feature for the products that will be marketed by these household entrepreneurs. Training activities are divided into three, namely training session 1 (Basics of Branding and Packaging Design), training session 2 (branding and digital marketing techniques) and training session 3 (accounting recording methods and COGS calculations). The output targets resulting from this activity are branding designs that can be used as trademarks, product packaging designs and product marketing processes produced through online digital media (marketplace).

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## INTRODUCTION

The Covid 19 pandemic that hit almost all regions of the world in 2019 to 2022 has had a significant impact on the industry (1). This is because many heads of state have implemented restrictions on social interactions for their citizens. without exception in Indonesia. In addition, the growth in the use of information technology during the Covid 19 Pandemic has increased significantly. So that many companies have changed the pattern of their operational activities. Such conditions have resulted in many reductions in human resources by business people from various types of industries. As a result of the impact of the human resource reduction policy, many employees (2).

Not only that, the growth of the shift from conventional office systems to digital offices in the real sector has also resulted in a reduction in manpower in various sectors of business organizations. Some of the workers affected by the reduction in labor, mostly switched professions from professionals to self-employed with limited abilities. This includes people in Meruya Selatan urban village, West Jakarta. In the second year of the Covid 19 pandemic, community members in Meruya Selatan urban village were affected by employee reduction. So they decided to switch professions to become entrepreneurs as an effort to continue the household economy. This profession transition is not an easy thing for the community to manage a business entity, especially organic food-based hydroponic vegetable cultivation and organic family medicinal plants. In fact, the problem is not only during the production process, but also the post-production process such as product packaging and branding of the products produced.

Product packaging and product branding will be one of the key factors in the process of introducing products to consumers, especially through digital media because most people are already digital media literate. If product packaging and product branding are less attractive, the level of product consumption in the market will be less than optimal. However, there are still many businesses, especially micro and small scale businesses, that have not used digital media and understand the benefits and role of using digital media (3). Digital marketing has proven to have a significant effect on improving the marketing conditions of micro and small business products (4). Digital marketing even provides benefits in terms of income, innovation and competitiveness (5).

Currently, community members in Meruya Selatan Village who manage the organic food-based hydroponic vegetable cultivation business entity and organic family medicinal plants do product packaging in a simple way, such as hydroponic vegetables that are ready to be marketed are only tied with rubber. Therefore, these products have a high risk, especially related to the quality of the vegetable crops when distributed to vegetable traders. This is because hydroponic vegetables are very susceptible to spoilage if no proper packaging is done. Other products that need to be improved in terms of packaging, product branding and marketing are beverage products that are processed from the cultivation of family medicinal plants (TOGA). These beverage products are still packaged simply and use simple branding.

If you look at the market potential of the products produced by these household entrepreneurs, these products have the potential to experience a fairly high market absorption. Especially lately, most people in big cities like Jakarta choose to consume organic food, especially vegetables. However, the low transfer of knowledge is also one of the things experienced by micro and small-scale business actors (6), including urban business actors in Meruya Selatan Village. as for the low transfer of knowledge, especially in the field of digital marketing and branding techniques, where in fact the knowledge of business owners has been shown to affect the adoption of digital-based marketing (7).

Seeing the problems faced by household entrepreneurs in the Meruya Selatan urban village area where some of them are just pioneering agribusiness, the role of higher education institutions as educational institutions is needed by the community. As a form of responsibility of higher education institutions to the community, it is by providing educational solutions through community service programs to the Meruya Selatan Village community, which is one of the partners of Universitas Mercu Buana in the form of training activities for efficient, environmentally friendly product packaging processes that have high selling value and making effective branding designs that attract consumers, where later this packaging and branding will become a hallmark for products that will be marketed by these household entrepreneurs. In the training, the community of household entrepreneurs will be given education on how to calculate the cost of product packaging which is part of production costs and the cost of making product branding which is part of marketing costs. This is important to know, so that later the selling

price offered to consumers is not too high, so that the product is easily absorbed by the market. The target output resulting from this activity is a branding design that can be used as a trademark to the packaging design of the products produced and the process of marketing the products produced through digital media (marketplace or social media) online. So that it can expand the target market network of the products offered by the household sector business actors.

This training activity was carried out by lecturers and students. Lecturers play a role in providing training, assistance and guidance to partners to carry out an efficient, environmentally friendly product packaging process that has a high selling value as well as making effective branding designs and attracting consumers by using technological innovations originating from higher education institutions. Meanwhile, students play a role in being able to learn directly in the field to partners and have implemented innovations from universities.

## METHODS

Based on the problems faced by partners, the implementation of this community service activity is divided into several stages, namely:

1. Training session 1 (Basics of Brand and Packaging Design)
  - Participants will understand the learning modules regarding the design applications used.
  - Participants will understand the process of creating a product packaging design model.
2. Training session 2 (Branding and Digital Marketing Techniques)
  - Participants will understand the process of creating a product branding design model
3. Training session 3 (Accounting Recording Method and COGS Calculation)
  - Participants will understand the use of a simple accounting record system.

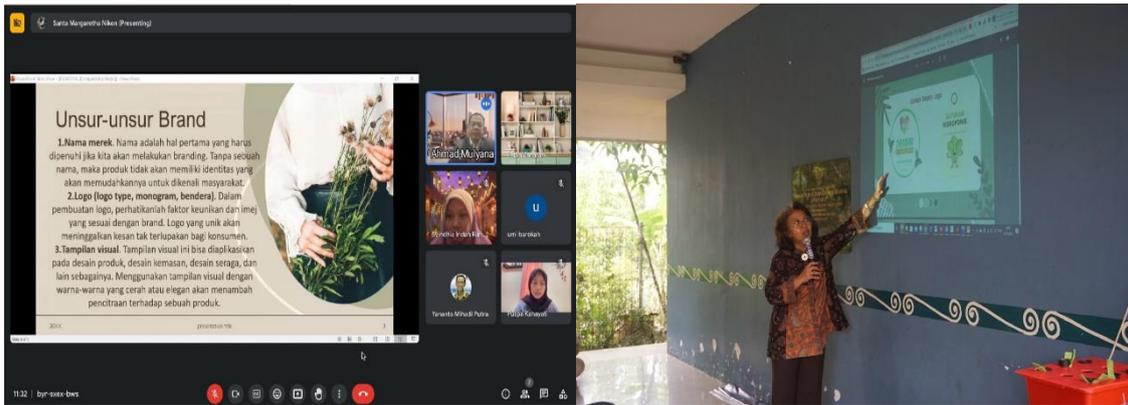
## RESULTS AND DISCUSSION

Community Service activities are carried out in three sessions, namely:

### 1. Training Session 1 (Branding Basics and Packaging Design Basics)

The 1st session activity was held at RPTRA Menara, Meruya Selatan Village on Friday, August 7, 2023 at 09.00-12.00 WIB in a hybrid manner. The activity was attended by participants, chief executive Yananto Mihadi Putra, S.E., M.Si., all team members, students and resource persons. The Branding Basics material was presented by the resource person Mr. Prof. Dr. Ahmad Mulyana, M.Si. (Dean of the Faculty of Communication Sciences, Universitas Mercu Buana) on the Zoom platform. Packaging Design Basics material was presented by a team member (Dr. Santa Margaretha Niken Restaty, M.Si). The number of participants who attended from Partner representatives was 30 people.

The basics of branding include understanding branding, the benefits of branding, forms and types of branding and giving examples. While the material on the basics of packaging includes understanding packaging, the benefits of packaging, forms of packaging by providing examples of packaging that are tailored to the product to be packaged. The results achieved from this activity are increasing knowledge about branding and packaging, that branding and packaging must go hand in hand.



Provision of Branding Basics Material by resource person (Prof. Dr. Ahmad Mulyana, M.Si.) and Packaging Design Basics Material by team member (Dr. Santa Margaretha Niken Restaty, M.Si)



Display Packaging and Design

## 2. Training session 2 (Branding Techniques in E-Marketplace)

The second session was held at RPTRA Menara, Meruya Selatan Village on Friday, August 11, 2023 at 09.00-11.45 WIB. The material on Branding Techniques in E-Marketplace was presented by one of the team members, Febrina Mahliza, S.E., M.Si. The number of participants who attended from Partner representatives was 30 people.

The results achieved by the participants of this community service are that the participants can understand the right branding techniques to be able to highlight the products being marketed to compete with competitors. The participants can also utilize one or more than one e-marketplace platform in marketing products. Participants are expected to be able to follow branding techniques in the e-marketplace appropriately accepted by target consumers and can compete with competitors who also market similar products.



Providing material on Branding Techniques in E-Marketplace by team members  
(Febrina Mahliza, S.E., M.Si.)



Picture 4. Photo with Participants

### 3. Training session 3 (Accounting Recording Methods and Cost of Goods Sold/ CPP Calculation)

The 3rd session activity presented material on Accounting Recording Methods and Calculation of Cost of Goods Sold (COGS) of products marketed by the activity participants. This activity was held on Friday, August 25, 2023 starting with a brief presentation from Mr. Yananto Mihadi Putra, S.E., M.Si. regarding the recording method of accounting reporting then continued with the presentation of Mrs. Wieta Chaerunnisa, S.E., M.Ak. with material on the calculation of cost of goods sold using android and windows-based accounting applications.

The results achieved by the community service participants in this session increased knowledge and ability in preparing financial reports on their business activities both conventionally and using accounting applications. The preparation mechanism and understanding of the benefits of this financial report can generally be understood by the participants. However, some of them still have difficulties when discussing the calculation of cost of goods sold and posting it to the financial statements. This can be seen when doing the exercise of making financial statements 70% have gotten good results. The participants who have understood the process of recording

accounting stages in a simple manner for ease in preparing financial statements, providing an understanding of the concept of separating personal property from business unit property, understanding the separation of personal expenses from business unit expenses and formulating product selling prices.

Whereas 30% of the participants obtained sufficient scores, this was because they were not familiar with bookkeeping or accounting before and did not really understand in determining which types of accounts would be included in the income statement, into the statement of changes in equity and balance sheet, and some of them still did not understand the process of recording accounting stages in a simple way for ease in preparing financial statements, understanding the concept of separating personal property from business unit property, understanding the separation of personal expenses from business unit expenses and formulating product selling prices. This condition is also added by some participants who have limited support for android smartphone devices owned by participants with limited storage capacity.



Material Provision of Accounting Recording Methods and COGS Calculation by Resource Persons (Mrs. Wieta Chaerunnisa, S.E., M.Ak.) and Chief Executive Officer (Yananto Mihadi Putra, S.E., M.Si.)

## CONCLUSION

### Summary

The training activities are divided into three, namely Training session 1 (Basics of Brand and Packaging Design), Training session 2 (Branding and Digital Marketing Techniques) and Training session 3 (Accounting Recording Methods and COGS Calculation). The target output resulting from this activity is a branding design that can be used as a trademark, product packaging design and product marketing process produced through digital media (marketplace) online.

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