



Introduction to The Utilization of Digital Branding in SME Businesses in Sub-District of Kembangan Selatan

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Abstrak

Dunia bisnis wajib ditelusuri secara mendalam oleh para pelaku usaha, khususnya dalam memperoleh kepercayaan pangsa pasar dan mempertahankan kepercayaan tersebut. Kepercayaan itu sendiri secara langsung dapat diperoleh melalui pemasaran dan branding yang tepat dan disesuaikan dengan karakteristik usaha beserta produk yang dimiliki oleh para pelaku usaha. Pengabdian kepada masyarakat ini lebih berfokus untuk memberikan pemahaman melalui penjelasan rinci mengenai pemanfaatan digital branding pada bisnis UMKM di area kelurahan kembangan selatan. Tujuan dari kegiatan ini dilakukan adalah untuk memperkenalkan bahwa branding yang diperlukan pelaku usaha atau pelaku bisnis wajib dilakukan secara digital agar pangsa pasar yang diraih tidak hanya secara offline tetapi juga dapat diraih secara online. Luaran atas pengabdian masyarakat ini memiliki target, yaitu tidak hanya memiliki publikasi pada media cetak online dan jurnal ilmiah nasional tetapi juga pemilik UMKM yang menjadi peserta pengabdian dapat memiliki pemahaman yang benar mengenai branding secara digital agar dapat menyusun strategi pemasaran yang sesuai untuk penjualan produknya.

Kata kunci: *Pengenalan; Bisnis UMKM, Digital Branding, Kelurahan Kembangan Selatan*

Abstract

The business world must be thoroughly explored by businessman, especially in gaining market trust and maintaining it. The trust can be directly obtained through appropriate marketing and branding which is suitable with the characteristics of the business and the products sold. This community service initiative focuses on providing detailed explanations about the utilization of digital branding for SME businesses in the Kembangan Selatan sub-district. The objective of this community service initiative is to introduce the necessity for business owners to implement digital branding, ensuring that the market share they achieve is not limited to offline channels but also extends to online platforms. The outcomes of the community service activity are to ensure that SME owners participating in the activity gain a proper understanding of digital branding to develop appropriate marketing strategies for their product sales.

Keywords : *Introduction, SME Business, Digital Branding, Sub-district Kembangan Selatan*



Introduction

SME businesses are currently one of the most reliable businesses for countries, especially Indonesia. This is because SME businesses form the basis of the community's strength and confidence in economic activities that will always continue, even though there are many unpredictable economic events in the future on a global scale. SME businesses can be operated by various groups. This is because SMEs stand for small, micro, and medium-sized enterprises or business activities conducted by individuals, groups, households, or other small business entities (Hapsari et al., 2024). Given that SME businesses can be operated by all segments of society, these businesses can also be classified as the foundation of expectations for a government and its people to navigate the uncertainties of the economic landscape post-pandemic.

All types of businesses that sell a variety of products tailored to the business being run can gain the trust of the market share when the business is known to the public. If a business's products are known to the public and the public realizes that the products meet their current needs, then it is certain that the products already have a direct presence in the market share and the business can grow as expected by the business owner. Evendia et al. (2022) state that the development of SMEs is highly strategic in driving the national economy, as their business activities cover nearly all sectors, making the contribution of SMEs significant for increasing income for low-income groups. However, if the public is unaware of the products produced by SMEs, the development of SMEs cannot be optimized.

The introduction of a product from any type of business can be done through marketing that has a strategy that is sufficiently focused on market share and current community needs. Sachlan et al. (2025) argue that the importance of a marketing mix strategy also lies in its ability to build long-term customer loyalty. This is what drives business owners to analyze and determine the appropriate form of marketing and the marketing strategies that align with the business they operate. Generally, product introduction can be carried out by business owners starting with branding through product logos, product advertising taglines, and product packaging. These three forms of branding are recognized as the best tools by all business actors across various sectors because they are easy to remember, easy to recognize, and easy to understand. However, branding strategies must also be implemented with the aim of making the branding of a product quickly and easily recognized by the public.

Branding, which is currently the most powerful marketing tool for a business's products, can be done digitally, so it is often referred to as digital branding. Utami and Widiati (2025) reveal that digital branding has become an important component for companies to build a strong brand image and compete in the global market. This is because, during the pandemic, physical activities—including business product marketing activities—were restricted in terms of access, so marketing had to be conducted digitally or adapted using existing technological developments. Initially, digital branding was carried out through the use of technological advancements that were heavily relied upon by the public for communication and expressing opinions during the pandemic, namely social media. When conducting digital branding using social media, the public initially doubted whether the products being marketed could

be quickly recognized and easily understood by the public due to the limited physical access or contact during the pandemic. However, the results showed that many businesses were quite satisfied with the product marketing conducted through digital branding, as the products of the businesses they operated could be recognized by the public without any limitations. This is what prompted the realization that product marketing through branding can be done in any way and can be carried out by businesses, especially for small and medium-sized enterprises (SMEs), as digital branding does not require significant costs and can be done by people from all socioeconomic backgrounds.

The community service to be carried out by the author or researcher is an extension of the community service research conducted by Sukmasetya. Sukmasetya et al. (2021) conducted community service in Kampung Kali in Paremono Village, while the current community service is being carried out in Kembangan Selatan Subdistrict. The focus of the community service conducted by Sukmasetya et al. (2021) was on digital branding and digital marketing for the culinary business, while the current community service focuses on introducing the use of digital branding for SME businesses in Kembangan Selatan Subdistrict. The purpose of this community service activity is to introduce digital branding to SME businesses in the Kembangan Selatan subdistrict, West Jakarta. This is because, in that area, the authors or researchers still found issues where many business owners or SME business owners were not fully aware of digital branding, and even if they were aware, the use of digital branding was not yet being optimized by those SME business owners. The activity was carried out in collaboration with the Kembangan Selatan Village partner in West Jakarta, where there is an association of SME business owners who still require further knowledge about product marketing, particularly product marketing through digital branding.

Implementation Method

This community service will use methods that focus on socialization or direct guidance to the target audience regarding the use of digital branding. This method is considered quite effective for the community because the socialization is aimed at introducing digital branding directly. Then, the target audience for this community service activity is the community in the sub-district of South Kembangan who directly own or are starting SME businesses.

Result and Discussion

The community service activity was held on February 26, 2025, at Kembangan Selatan Village at 9 a.m. The activity began with the registration of participants, namely SME business owners. Then, this community service activity will use a method that focuses on socialization or direct guidance to participants regarding introductory material and the use of digital branding. The material is presented in three parts:

1. Introducing digital branding

This material is the first to be explained, with the aim of ensuring participants understand digital branding correctly and accurately, as digital branding is more focused on branding conducted on social media platforms such as Instagram, TikTok, and other social media platforms.

2. Practical exercises on creating digital branding

This practical session is crucial for participants because while they already have social media accounts, they have not yet utilized them optimally for branding the products sold in their SME businesses.

3. Detailed explanation of the advantages and disadvantages of digital branding

This session aims to provide a detailed description of digital branding, as it has both advantages and disadvantages that participants must fully understand.

After the presentation, there was a question and answer session where participants could ask questions to the moderator (the author) who had explained the material. During this session, the participants were very enthusiastic and eager to learn more about how to market products sold in SME businesses in order to attract buyers. Once buyers have purchased a product, they will return to buy more products from the participants.

After the question and answer session was over, the final session of this activity was for participants to fill out a questionnaire with the aim of finding out more about each participant's views on the activities that had been carried out. The results of the questionnaire are illustrated in the following graph:



Figure 1. Graph of Questionnaire Results for Community Service Activities on February 26, 2025

Based on the graph above, the evaluation of the community service activity that was carried out on February 26, 2025, is that the activity provided very useful training in developing community knowledge because the participants had sufficient knowledge and understanding of digital branding tailored to the SME businesses currently being run.

This community service is carried out to minimize problems that occur in the branding of SME businesses in the sub-district of South Kembangan. The current problems are:

1. Lack of understanding of the appropriate marketing of business products for the business being run.
2. Lack of knowledge about marketing through digital branding

3. Lack of understanding of the use of current technology for digital branding.

The solution to the priority issues outlined above involves socialization through the introduction of digital branding to SME businesses in Kembangan Selatan Village.

This socialization is carried out by:

- a) First, introducing digital branding
- b) Practicing digital branding creation
- c) Explaining in detail the advantages and disadvantages of digital branding

Conclusion

Small and medium-sized enterprises (SMEs) must be treated like any other business, meaning they must have an effective marketing strategy to ensure that the products they sell gain public trust and align with current needs. Participants who are members of the community running SME businesses in South Kembangan have tried implementing digital branding through their social media platforms. The results of these efforts have proven that many residents visit their business locations daily to learn more about the products being sold. Additionally, residents who visit not only observe but also purchase the products out of curiosity and a desire to use them immediately to meet their household needs.

Acknowledgments

The partner invited to collaborate on this community service activity is the Kembangan Selatan Urban Village. The partner felt the benefits of the activity that was held on February 26, 2025, because the participants, who were SME business owners and residents of the Kembangan Selatan Urban Village, had sufficient knowledge about how to develop SME properly, particularly in formulating marketing strategies through digital branding that did not require additional costs.

Then, the challenge in implementing this community service activity lies in the time available to the moderator (author) and other moderators when planning and attending the event, so the moderators must have a strategy for managing the timing of the event. Additionally, when preparing the outcomes that serve as the target achievements for the community service activity, the author encountered challenges during interviews with some participants while conducting a review after the activity was completed.

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