

**SELF-SUSTAINED IN THE MIDDLE OF A PANDEMIC:
PRODUCT BRANDING AS AN EFFORT TO DEVELOP MARKETING
STRATEGY FOR MSMEs IN KERTEN HAMLET, IMOIRI VILLAGE,
IMOIRI DISTRICT, BANTUL REGENCY.**

Ahmad Ahda Sabila*, Rizki Susilo Indrawan, Syarifah Salma, Akbar Syahansyah
Armanda, Muhammad Haris Badrul Munir, Putri Aisyah, Mely Agustin, Tifani
Adelia Syafitri, Abiyan Galih Wicaksono, Siti Fatimah, Siti Latifah, Azka Naufal Rauf.

UIN Sunan Kalijaga Yogyakarta
*ahdasabila672@gmail.com

***Abstract** - UMKM, or Micro, Small, and Medium Enterprises, are business activities that can lead to employment, increase people's income, and contribute to economic growth. There are several important roles among these that encourage the community in Kerten Hamlet, Imogiri Village, Imogiri District, and Bantul Regency to improve their competitiveness in the development of Micro, Small, and Medium Enterprises. The purpose of this study was to determine the importance of product branding in company development activities. The research approach used in this study was qualitative. In this study, data was collected directly from parties of Micro, Small, and Medium Enterprises in Kerten Hamlet, Imogiri Village, Imogiri District, Bantul Regency using observation and interview techniques. Data analysis was done by reducing the data gathered and then drawing conclusions. According to the findings of this study, product branding is critical in efforts to develop marketing strategies for Micro, Small, and Medium Enterprises in Kerten Hamlet, Imogiri Village, Imogiri District, Bantul Regency, because they previously did not understand how to promote brands, disseminate incomplete product information, and the difficulty of consumers in finding a business location. With this branding effort, a Micro, Small, and Medium Enterprise can be better known to the larger community, allowing the business owner to be more competitive in market competition because it has more values and can meet the challenges of consumer expectations.*

***Keywords:** MSME, Marketing Strategy, Product Branding*

1. INTRODUCTION

The Covid-19 pandemic has an impact on various sectors, including the economic sector which will affect the pace of the global economy (Fahrika & Roy, 2020). Conditions like this make people try to survive by stabilizing their financial lives. One of the efforts made is to establish MSMEs (Micro, Small and Medium Enterprises). However, a crisis situation like this will of course also have an impact on the existence of MSMEs that require special attention from the central and regional governments. The role of MSMEs is very important in the Indonesian economy and is one of the engines of the regional economy (BAPPENAS, 2014). Data from the Indonesian Ministry of Cooperatives and Small and Medium Enterprises in 2018 shows that the number of MSME business units is 99.9% of the total business units or 62.9 million units. The absorption capacity of MSMEs is 97% of the total employment, of which 89% are in the micro sector, and contribute 60% to GDP (Nainggolan, 2020). In addition, the character of the economy of DI Yogyakarta that dominates is micro and small industry, which is 98.4%, difficult to be followed by other regions in terms of labor absorption with an achievement of 79% (BAPPEDA DIY, 2020).

Due to the economic turmoil during this pandemic, MSMEs are considered to be facing an economic slowdown. Based on the results of the survey, there are 96% of SME players who admit that their business has felt the negative impact due to Covid-19. There were 75% of them experienced a very significant decline in sales. Not only that, 51% of SME entrepreneurs feel confident that it is very possible that a business that is running can only last one month to the next three months. There are 67% of SMEs experiencing uncertainty in obtaining access to emergency funds, and 75% feel they do not know how to make policies during a crisis. Meanwhile, there are only 13% of SMEs who believe that they have a plan to deal with the crisis and have found a solution to maintain their business (Rizki, 2020).

Based on the phenomenon that occurred in Kerten Hamlet, Imogiri Village, Imogiri District, Bantul Regency, the Covid-19 pandemic had an impact on the economy of the village community. The level of income of people who work as farmers has decreased. Not only that, the same thing was felt by home-based business actors or MSMEs in Kerten Hamlet who also experienced a decrease in income during the Covid-19 pandemic. Therefore, a marketing strategy is needed in the midst of the Covid-19 pandemic as an effort to continue to run its business and increase income during the Covid-19 pandemic.

One of the factors that can be improved to encourage MSMEs at the regional level is to improve product marketing strategies that are still conventional by branding through social media. Branding is an effort to strengthen product brands, while social media is a platform that can reach the wider community. The existence of product branding through social media will bring benefits to the community with independent businesses (MSMEs) in Kerten Hamlet in terms of product marketing so that they can increase business income and the welfare of the people of Kampung Kerten. Community service carried out for MSME actors in Kerten Hamlet by UIN Sunan Kalijaga KKN Students Batch-105 is expected to be able to fix problems

related to the marketing of MSME products so that they can advance local MSME businesses.

The definition of Micro, Small and Medium Enterprises (MSMEs) in Law Number 20 of 2008 is categorized into 3 parts. Based on the law, the productivity of a business is a core requirement of all categories included in MSMEs. But what distinguishes them from all of these categories is their annual sales and net worth. For example, a micro-enterprise, in a year its sales may not exceed Rp. 300 million, and the net worth of micro-enterprises is not more than Rp. 50 million. Meanwhile for small businesses, in a year the sales results range from Rp. 300 million more up to Rp. 2.5 billion, and the net worth of small businesses ranges from Rp. 50 million more up to Rp. 500 million. As for medium-sized businesses, in a year the sales results range from Rp. 2.5 billion more up to Rp. 50 billion, and the net worth of medium-sized businesses ranges from Rp. 500 million more up to Rp. 10 billion.

Unlike the Central Statistics Agency (BPS), BPS categorizes MSMEs based on the number of workers in the business. Micro-enterprises are included in the business category group whose workforce members are less than 5 people. Meanwhile, small businesses are included in the business category group with a workforce of between 5 and 19 people. Meanwhile, medium-sized enterprises are included in the business category group with a workforce of between 20 and 99 people. The general characteristics of MSMEs can be seen from the conciseness of the organizational structure, slack in the division of labor, the short term of the managerial hierarchy, and limitations in the ability of venture capital. Although the characteristics possessed by MSMEs from their management and governance system are fairly simple, on the other hand, the influence of MSMEs on the national economy can make a significant contribution.

In addition to contributing to the national economy, the contribution of MSMEs to the community in terms of creating new fields has also received recognition from the government. In addition to contributing to the national economy, the community also gets a significant contribution with the existence of MSMEs in terms of income so that there is an increase and equity. This is because it is easier for people to meet the requirements to enter MSMEs compared to the standards of large companies, thus providing opportunities for people to do business and improve their welfare. (Primadhita & Budiningsih, 2020).

In marketing communications, a brand or commonly called a *brand* is not just a logo or name, a *brand* is an organization (work unit) that communicates to customers what is the promise of brand principles. Not only take advantage of functional situations but also take advantage of emotional, self-actualizing, and social situations. A brand or brand is also not just fulfilling promises. A brand is a long journey that develops based on perceptions and experiences and judgments, as well as customer satisfaction with services related to using the brand (Nastain, 2017).

The influence of *brand* strength can lead to consumer loyalty that leads to business success, resilience, and product competitiveness. Different *brand* meanings produce their own attraction with all the strengths and goals in optimizing product marketing (Nastain, 2017). Marketing is the key to success in a business process,

especially if the product is a new product and will soon be introduced to potential customers. In this context, building awareness of a *brand* or commonly referred to as *brand awareness* is an activity that must be considered in this *branding* activity. This has been confirmed in several publications in the field of marketing. Awareness of a *brand* can help consumers make purchasing decisions, stimulate repetitive buying behavior, and in turn will enhance *brand* equity . (Sugiarto, 2019)

MarkPlus Institute of Marketing in Muhamad Nastain, "BRANDING AND PRODUCT EXISTENCE (STUDY OF THEORICAL CONCEPT OF BRANDING AND CHALLENGES OF PRODUCT EXISTENCE)", determines 6 (six) *brand* levels , namely (Nastain, 2017):

- a. *Brand* attributes are signs that are expected to remember certain attributes or characteristics of the product.
- b. Benefit is a *brand* that is not just a collection of attributes. Customers do not buy attributes, but the benefits of functionality (durability) and emotion. A good *brand* not only has the ability to explain the product to customers, but also relies on excellent product consistency . Customers who buy products expect not only the brand, but also the functionality of the product.
- c. Value is a value created by the *brand* for the manufacturer. The value associated with the product is usually described in a simple way , but represents the totality of the product. Customers who use the device the most want to portray themselves them as people who are aware of technology, updating the technology the most, and try to improve their reputation with the products they use.
- d. Culture, that is , the brand represents a particular culture. Assume that Mercedes represents efficient and high-quality German culture . Honda represents the Japanese culture that is filled with technology and dreams for the future. Products produced in countries with a high level of culture, strict discipline , and guaranteed quality are more convincing than products manufactured in countries with low cultural quality .
- e. Individuality, namely the brand can also design a certain individuality .

Marije Boomsma and Michiel Arnoldus in *Branding for Development*, explains the importance of *branding* , especially since it can influence the purchasing behavior of consumers, helping the manufacturer or seller to get a price that is much higher for the products, keeping in mind that consumers are aware of *the brand* is willing to pay the price high for the product of certain *brands* . Considering the price change is not much effect on consumers loyal *brand* specific, *brand* also guarantees its products l ore resistant to surge in price. In the end, *the brand* will boost sales, which is an increase producer incomes. (Diartha et al., 2016).

2. METHOD

This research was studied qualitatively. Qualitative research is research that is useful for investigating, discovering, describing, and explaining the quality of

social influences that cannot be explained, measured and described through a quantitative approach (Saryono, 2010). Data collection techniques were carried out by interviewing the owners of MSMEs and observation. Interviews were conducted to obtain information related to the marketing strategy of MSME products. While observations were made to determine the process of processing MSME products as well as *branding* and marketing. The informants in this study were MSME actors in Kerten Hamlet, Imogiri District, Bantul Regency.

The research was conducted by conducting field visits directly to each MSME actor to collect data. This is done to find out how to develop a marketing strategy for MSME products that has been done to attract the attention of consumers. The data that has been collected will then be reduced and grouped the data needed in the product branding process.

3. RESULTS AND DISSCUSSION

Brand or brand has a very broad meaning , depending on the perspective of understanding the meaning of the brand itself. In general, people think that a brand is just a name made on a product to differentiate one product from another. It takes a comprehensive understanding of the brand to understand it well, not just a descriptive understanding . Brand in the Indonesian dictionary means logo that was introduced by an entrepreneur (factory or manufacturer) as identification on the products.

Brand image (product image) greatly affects a person's belief, impression, and idea of the product. Product image is one of the guidelines for consumers to make important decisions. In creating a product image, it is necessary to pay attention to creativity in carrying out marketing strategies. An attractive and creative visual appearance on a *brand* must include everything directly related to the production process, promotion and product positioning in the market.

Positioning can be defined as a design, which is trying to position a product in the minds of consumers as a product that is able to meet their needs. According to Kartajaya (2005) *positioning* is " *The strategy for leading your consumer credibility* ". *Positioning* relates to how a product builds trust and confidence with customers.

Community service activities are carried out by making observations first to obtain information about local potentials that need to be developed. This includes direct interviews with the head of RT 08 in Dusun Kerten, Imogiri Village, as well as obtaining permission to carry out service activities for several MSMEs around Dusun Kerten.

After getting permission from the hamlet, the next activity was to visit the MSME owners. The meeting resulted in the results that the MSME owners managed by several hamlet communities experienced a decline in marketing caused by Covid-19, and among other problems, namely the lack of understanding of promotion on social media.

Among the MSMEs in Dusun Kerten are tough chips, risol mayo, ampo, sticky rice tape, wedang uwuh, and chicken noodles. From the results of an interview with Mr. Aan fidianto as the owner of the chicken noodle MSME, he said that the obstacle

experienced was the lack of promotion through social media which had an impact on decreasing sales levels during the Covid-19 pandemic.

The dissemination of information carried out by MSME owners in Kerten Hamlet so far has only been through word of mouth. Promotions like this are not optimal in the digital era like today, so this community service aims to help MSME owners to promote through social media. Promotion through social media is very effective in attracting consumers or customers in this era, where almost most people use *smartphones* to dig up information to meet their needs.



Figure 1. The Process of Making Promotional Photos and Videos

In this community service, photos and videos were chosen as promotional materials to promote MSME products in Kerten Hamlet through social media. On the other hand, another obstacle was found, namely that most MSMEs were not registered on *Google Map*, so that people who wanted to buy their products had difficulty finding the location of the MSMEs. So, registering the location of every MSME that has not been registered on *Google Maps* is one of the right initiatives to do.



Figure 2. Some MSME locations listed on Google Maps

Social media was chosen as the right choice to promote MSME products in Kerten Hamlet. Besides being effective as a promotional media, social media is also the right choice to avoid crowds or physical contact between producers and consumers in the midst of the Covid-19 pandemic. Some of the social media used as promotional media are *Instagram*, *WhatsApp*, and *Facebook*.



Figure 3. Some photos of MSME products

The response or response from the owners of MSMEs to product photos and videos that are promotional materials is very good. Some say that product photos and videos really help them attract consumers or customers. However, it is unfortunate that some MSME owners do not focus on selling their products, because these MSMEs are side jobs that are done outside of working time.

4. CONCLUSION

By changing the *mindset* (the mindset) businesses that *brand* is a very valuable asset , then the urgency to build *the brand* in marketing the product needs to be emphasized. *Brand* is a business asset that must be maintained, its value is maintained as an inseparable part of consumer demand . Apart from being a business asset, a *brand is* expected to be able to win market competition , and it is necessary to manage the value of *brand* equity in a planned and strategic manner , and be able to face the challenges expected by consumers. From the discussion above, it can be concluded that MSME products in Kerten do not understand how to promote the *brand* of the business they create. Some of the MSMEs in Dusun Kerten even only spread information about products made only by spreading information by word of mouth, so that the lack of information obtained by potential consumers in finding out information such as what products are sold and information about locations that are lacking. The complete set makes it difficult for prospective consumers to find the location of the place for selling MSME products in Kerten Hamlet.

BIBLIOGRAPHY

- BAPPEDA DIY. (2020). Laporan Analisis Produk Domestik Regional Bruto Daerah Istimewa Yogyakarta 2015-2019. Bantul: Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta.
- BAPPENAS. (2014). Laporan Analisa Daya Saing UMKM di Indonesia. Jakarta: Kementerian Perencanaan Pembangunan Nasional.
- Diarta, I. K. S., Lestari, P. W., Putu, A., & Dewi, C. (2016). Strategi Branding dalam Promosi Penjualan Produk Pertanian Olahan PT. Hatten Bali untuk Pasar Pariwisata Indonesia. *J. Manaj. agribisnis*, 4(2), 170–187.
- Fahrika, A.I., & Roy, J. (2020). Dampak Pandemi Covid 19 Terhadap Perkembangan Makro Ekonomi di Indonesia Dan Respon Kebijakan Yang Ditempuh. *Jurnal Inovasi*, 16(2), 206-213.
- Kartajaya, H. (2005), Hermawan Kartajaya *On Positioning*, Mizan, Jakarta.
- Nainggolan, E.U.P. (2020). UMKM Bangkit, Ekonomi Indonesia Terungkit. (Online). Available at: <https://www.djkn.kemenkeu.go.id/artikel/baca/13317/>
- Nastain, M. (2017). Branding Dan Eksistensi Produk (Kajian Teoritik Konsep Branding Dan Tantangan Eksistensi Produk). CHANNEL, Universitas Mercu Buana Yogyakarta, 5, 14–26.
- Primadhita, Y., & Budiningsih, S. (2020). Analisis Perkembangan Usaha Mikro Kecil Dan Menengah Dengan Model Vector Auto Regression. (*Jurnal Manajemen Kewirausahaan*) 17(01), 1 -12.
- Rizki, C. (2020). Ini Strategi Bertahan bagi Pelaku UKM di Tengah Penjualan Tertekan Corona. (Online). Available at: <https://amp.kontan.co.id/news/>
- Saryono, A. (2010). Metodologi Penelitian Kualitatif Dalam Bidang Kesehatan. Yogyakarta: Nuha Medika, 98–99.
- Sugiarto, C. (2019). Pelatihan Branding Sebagai Upaya Meningkatkan Efektivitas Pemasaran Nugget Lele Desa Mojogedang. SEMAR (*Jurnal Ilmu Pengetahuan, Teknologi, dan Seni bagi Masyarakat*), 8(2), 1–5.