

REBRANDING OF RORO COFFEE PRODUCTS IN BESOWO, KEDIRI

Achmad Zam Zam As Sidiq^{1*}, Faisal Falahuddin¹, Moh. Hilmi Fathun Naja¹, Mutiara Salsabila Ochtaviani¹, Dela Eka Putri Agustin¹

¹ UIN Sunan Kalijaga, Yogyakarta

* zammysidiq77@gmail.com

Abstract - *The potential of Besowo Village as a coffee producer is not only utilized by residents as coffee growers but also processed into a product. One of them is Roro Coffee which is a coffee MSME in Kraja Hamlet, Besowo Village. This business has obstacles in terms of stagnant marketing and no product development. Several of these obstacles were the background for the Group A Collaborative KKN Team in initiating the " Roro Coffee Product Rebranding" program. This program aims to improve the brand image of MSME Roro Coffee and attract the target market so that the marketing reach is wider. This program uses the ABCD (Asset Based Community Development) approach , which is an approach based on asset and potential utilization. The rebranding program carried out resulted in; First, product innovation in the form of a special Vietnam drip as an effort to develop Roro Coffee products. Second, updating and improving the packaging and logo to make it more attractive and contemporary. Third, making NIB and halal certification as business legality. The results of this program have significance and have a good impact on the Roro Coffee MSMEs in Besowo Village and have a sustainable impact on the coffee business because they can improve the product image and expand marketing reach with assistance from the innovations that have been carried out.*

Keywords: *Product rebranding, MSMEs, Coffee*

1. INTRODUCTION

Besowo Village has various kinds of plantation commodities, one of which is coffee. Coffee is one of the superior commodities because Besowo Village is located in the highlands, namely the slopes of Mount Kelud, Kediri. Tracing historical roots, in interviews with local community figures, it was revealed that coffee from Besowo has indeed made a name for itself with high popularity and undeniable quality. Through searching the KITLV 2144506 Collection archives, the long history of the presence of coffee in this area is reflected in records about the coffee factory that once stood in Besowo Village during the Dutch colonial period.

The long history of coffee production in Besowo Village has made coffee still a superior commodity in Besowo Village to this day. In Besowo Village, there is an MSME for processed coffee products called *Roro Coffee*. *Roro Coffee* is a micro business that specializes in coffee processing, emerged in 2018 and is located in the Krajan Hamlet area, Besowo Village, Kediri Regency. In the modern era which is marked by the rise of social media and globalization coupled with the large number of coffee entrepreneurs, *Roro Coffee* tends to be stagnant, with no developments and updates in terms of appearance, brand, consumers, quality and taste variants. Established in 2018, *Roro Coffee* only presents Kelud's signature robusta coffee which is ground into powder and then marketed in 2.5 ounce and 1 kg variants to lower middle class consumers. The majority of *Roro Coffee consumers* are limited to close friends of the owner, sold privately, not targeting wholesale consumers in cafes so the business tends to stagnate. The owner of *Roro Coffee* also never thought about carrying out innovation and *rebranding* so that his product could be better known to the public and could enter the upper middle market. It has been 5 years running, *Roro Coffee* does not yet have a Business Identification Number (NIB) and there is no halal certification. This also makes it difficult for *Roro Coffee* to develop because there is no legal legality so it tends to be difficult to enter the upper middle market and on a larger scale.

Entrepreneurs' steps in creating new views and positive images for consumers can go through the *rebranding stage* (Sianturi & Zawawi, 2023). *Rebranding* is an effort made by business actors to completely change, improve or renew an existing *brand in order to increase consumer interest in buying products* (Prayoga, 2023). In the literature that discusses product *rebranding*, there are several problems that cause *rebranding*. One of the problems

is the existence of business competition that requires business actors to innovate their business products. To attract consumer interest in order to increase business profitability, *rebranding* is carried out by updating and improving social media as promotional media, new trademarks, and holding training for the public as an effort to introduce products (Febrianti *et al.*, 2022). Competition occurs with similar products, both in local and national market marketing. In this case, *rebranding is very necessary* both in terms of packaging, marketing and product innovation with the hope of further developing and introducing the product to the wider community (Prakoso *et al.*, 2021). The inability of a business to keep up with current developments and compete with other business products causes many losses and they are even forced to close their business (Surono *et al.*, 2021).

Studies related to *rebranding programs* are also caused by problems in the form of human resources who lack skills and knowledge in marketing. One of them is human resources who do not understand the benefits and knowledge of *branding* and have not received training or assistance related to technical *branding strategies* for MSME actors (Putri *et al.*, 2022). Marketing techniques that are still carried out by word of mouth make the marketing of a product not optimal and effective (Feby *et al.*, 2023). Besides that, Some manufacturers still use logos on packaging that are less attractive so they don't attract consumers' attention to buy (Rachmansyah *et al.*, 2022). Another problem is that packaging is less sturdy, making a product vulnerable to damage if sent to a long distance (Pratama & Iryanti, 2008).

The "*Rebranding Roro Coffee*" program was implemented by the Group A Collaborative KKN Team which includes four campuses, namely the State Islamic University (UIN) Sunan Kalijaga, the State Islamic Institute (IAIN) Kediri, the Tribakti Islamic University (UIT) Lirboyo and the Faqih Asy Islamic Religion Institute Ari (IAIFA) has the following objectives: first, to improve the *brand* image of UMKM Roro *Coffee* through a more up-to-date *rebranding strategy*. The rebranding took the form of product innovation and also updates to product packaging and logos. Second, it is expected to be able to attract the target market so that it can support further marketing, not only around the scope of the Roro Coffee *owner*. Through the manufacture of NIB and halal certification can expand product marketing.

Rebranding assistance program is based on arguments, during the founding of Roro Coffee since 2018 the problems faced are stagnant marketing and also the absence of new innovations from Roro products *The existing Coffee is so that we, the Group A Collaborative KKN Team, provide rebranding assistance (update image) Roro MSMEs Coffee. _ The competitive environment, dynamic and fluctuating customer tastes make* UMKM players sensitive to changes, so that UMKM must build competitive advantages in order to have an advantage in competition and be sustainable in the market (Dalimunthe, 2017). Product innovation can also involve the latest technology and *trends* to improve production processes or provide newer and more interesting experiences to consumers. Furthermore, updating a logo that is more easily recognized can attract consumers' attention to the product. The first side of the product that gets consumers' attention is packaging. Therefore, improving packaging by following current era designs is important in an effort to update the product image. Based on this argument, the Roro Coffee product rebranding assistance program is important and beneficial for the economic sustainability of the community, considering the problems that Roro Coffee has been facing.

2. METHOD

The method used to collect information and data regarding product *rebranding assistance activities* is the *Asset Based Community Development (ABCD)* approach. This method is a model approach to community development. The reason for choosing this method is to develop assets (MSMEs) that already exist in Besowo Village, namely Roro Coffee, which is still stagnant in its marketing. By using this method, businesses that have been established can be identified correctly. The ABCD approach prioritizes the utilization of assets and potential around the area owned by the community (Ahmad, 2007). Broadly defined assets do not refer to objects or materials. However, the meaning of assets can also be intellectual potential, cultural potential, cultural potential, systems, which exist in society and can be used as a basis for social change (Amirudin, 2023).

According to Maulana, ABCD is a community empowerment model that prioritizes the utilization of assets and potential owned by local communities (Maulana, 2019). Community empowerment with the ABCD approach is an alternative to community empowerment using local assets as an emphasis (Alhada *et al.*, 2021). This approach provides an opportunity for

partners (the community itself) to be able to solve their own problems by using their potential. In this way, independence will be created for partner communities. ABCD requires other tools for operational definition namely; *Discovery, Dream, Design, Destiny* (do), reflect and evaluate.

In the ABCD method there are several stages of activities carried out including (Tim, 2023); First, the process of rediscovering success is carried out by the interview process. At this stage, the KKN Team collected data by visiting the home of the Roro Coffee business owner by asking questions regarding the potential, conditions and problems of this MSME. Second, the dream stage is one's ideals or hopes about the future one wants to achieve. The dream that Roro Coffee business owners have is related to marketing digitalization, NIB (Business Identification Number) licensing registration and halal certification. By looking at the existing obstacles, the Collaborative KKN Team designed a program that is expected to overcome these problems. Third, designing what programs will be implemented as an effort to improve the product image. In this stage, after we know what hopes we want to achieve, we must develop a strategy so that these dreams can be achieved. The strategy created to help MSMEs is to provide assistance regarding registration and production of products on the NIB and also halal labels, initiating updated logos and packaging that are more contemporary and premium, innovating new product variants. Fourth, the final step in the ABCD method is carrying out agreed activities to fulfill people's dreams of utilizing assets. At this stage, a monitoring process is carried out on mentoring activities to control the achievements of the mentoring program. Whatever has been done can be studied and also preserved so that Roro Coffee products can have a better image. Fifth, reflect on the programs that have been implemented to see what results, developments and evaluations are used as a reference for future improvements.

3. RESULTS AND DISCUSSION

Coffee SMEs in Krajan Hamlet, Besowo Village

Besowo Village is a village located at the end of Kediri Regency which is directly adjacent to Malang Regency. The location of Besowo Village is right on the slopes of Mount Kelud. Usually in areas around volcanoes, Mount Kelud not only threatens the existence of humans and the surrounding nature but also has the blessing of fertile land. The soil in the

Mount Kelud area is very fertile and good enough for cocoa, cloves, sugar cane and can even be used for cultivating rice, vegetables and fruit. Thanks to its fertile soil, the plantation is one of the potentials of Besowo Village. The potential of Besowo Village in the plantation sector has been part of the history of plantations that sustain the Dutch economy. Coffee is one of the main plantation commodities in Kediri, including in the Besowo area. The coffee plantation - *coffee plantation Besowoh bij Kediri* - is a large-scale plantation with the type of coffee planted is Robusta. In fact, history has recorded that Besowo Village, Kepung District, was one of the embryonic villages of coffee plantations planted during the Dutch colonial era.

Roro *Coffee* is one of the micro businesses specializing in coffee processing. Roro *Coffee* appeared in 2018 and found its place in the Dusun Krajan area, Besowo Village, Kediri Regency. The interesting geographic location of Roro *Coffee* is *on the northern slope of Mount Kelud, only about 10 km from the top of Kelud*. The main problems faced by Roro *Coffee* products are the lack of innovation in creating product variants, the absence of supporting business legality such as Business Identification Numbers (NIB) and halal certificates, as well as unattractive logos and product packaging. This can be seen from Roro *Coffee's* stagnant business, no development and only marketing among themselves.

Roro *Coffee* has a *brand image* that represents the purity of Robusta Kelud which is present among the middle to lower class society. Priced at a relatively affordable price compared to the quality and taste that is presented. However, for five years running, Roro *Coffee* still only relies on one product variant without any innovation to add to its product variants. Over time, Roro *Coffee* has experienced a decline in profits due to stagnation in 2022 to 2023, this is because 70% of Roro *Coffee's* consumers are the people closest to the business owner. That is, producers and consumers as well as consumers with one another are interrelated in an environmental or community way. Roro *Coffee* decided to implement a pre-order system because 70% of customers are the closest people to Roro *Coffee* owners. This policy is implemented because the majority of customers make reorders within a certain period. This makes Roro *Coffee's* sales only depend on 70% of the market value. On the other hand, Roro *Coffee* owners still don't pay much attention to the importance of having a business identification number (NIB) and halal certificates.

Standing pouch packages measuring 2.5 ounces and 1 kg. The packaging has a black design and has a sticker on the front with only the brand name without a logo referring to

Roro *Coffee*. Roro *Coffee* has not maximized its product packaging because it is considered that there is no urgency to redesign the packaging because the *market value* already knows that Roro *Coffee* is a brand that offers pure robusta ground coffee without any other ingredients mixed in. Because periodic sales can be predicted based on the average when consumers reorder Roro *Coffee products*, Roro *Coffee* implements a pre-order system which aims to avoid stock piles that cannot be sold quickly (14 days).

Based on the presentation of the data regarding the conditions mentioned above, several key problems can be mapped related to deficiencies in *branding* of Roro *Coffee products*. The first problem is that Roro *Coffee products* have only relied on one product variant for 5 years. This indicates a lack of innovation by the Roro *Coffee brand* in offering their products. Second, the logo and packaging have not been maximized. The logo owned by Roro *Coffee* has not shown its identity because the design is too simple and the product packaging is considered unable to compete with other coffee products at this time. Third, during its five years of operation, Roro *Coffee* still doesn't have a business registration number (NIB) and a halal certificate which causes its market reach to be less extensive .

Roro *Coffee Product Rebranding Assistance Program*

Rebranding is an effort by the owner of a product to renew an existing *brand from the start so that it becomes more advanced and better, but doesn't ignore the initial goal, namely profit* (Ariano, 2017). *Rebranding* is a breakthrough and innovation carried out with the aim of updating the identity of a product or changing the identity of a product. Products that are rebranded will have a new identity that can be more attractive to consumers. *Rebranding* needs to be done for several brands because when the product has been running for a long time the brand will definitely have many similar competitors, besides that, sometimes the products offered to consumers are outdated or no longer in demand, updating is also important because it keeps up with the times. If a business doesn't carry out a *brand renewal* or *rebranding* then of course it will be out of date. The *rebranding* assistance carried out by Group A Collaborative KKN students in Besowo for the Roro *Coffee coffee brand* was product logo, product variants, product packaging, legal legality and product identity. According to (Khasani *et al.*, 2021) the aim of *rebranding* is that *rebranding* is able to increase consumer interest and desire for MSME products, MSME products can be more widely known and sales results can be greater. *Rebranding* is also expected to be able to adapt to new times so that it

still looks modern. Assistance and development through *rebranding* of Roro Coffee coffee products is carried out as shown in the table below:

No	Stages Steps	Stage Date	Explanation
1.	Survey to Roro <i>Coffee Owners</i>	July 10-17, 2023	Dig up information from Roro <i>Coffee product owners</i> by conducting interviews
2.	<i>Rebranding</i> Planning	July 18-20, 2023	Planning the steps in <i>rebranding</i> Roro <i>Coffee products</i>
3.	Logo and Packaging Making	July 21-28, 2023	Designing logos, designing new packaging and printing new packaging
4.	Addition of Vietnam Drip Special Variant	July 29-31, 2023	Adding new variants to Roro <i>Coffee products</i>
5.	Assistance in Making Business Identification Number (NIB) & Halal Certification	August 1-17, 2023	Registering NIB and halal certification for UMKM Roro <i>Coffee</i>

a. Survey to Roro Coffee owner

The survey is the initial stage in *rebranding* because in the survey you will get a lot of information that can be used as a basis for what will later become the focus of *rebranding*. The survey was conducted by interviewing the owner of the Roro *Coffee brand*, namely Mr. Priyo Hartono. The results of the interviews we obtained were related to the constraints faced by the owners, namely the difficulty of penetrating the consumer market. Roro *Coffee* only sells its products when there are orders, they do not have stock ready to be marketed to consumers because Roro *Coffee consumers* are also only dominated by the owner's closest friends. The variant of Roro *Coffee* only has one variant and that causes Roro *Coffee products* to only penetrate the lower middle class market. Packaging and logos from Roro *Coffee* tend to look outdated and traditional, not modern, which causes consumers to be less interested in Roro *Coffee products*. It turns out that Roro *Coffee* still doesn't have a Business Identification Number (NIB) and halal certification even though the Roro *Coffee brand* has been around for five years.

b. Rebranding Planning

At the planning stage, we planned what we would do later to *rebrand* Roro *Coffee*. After conducting a survey with the owner of Roro *Coffee*, we got some information regarding the obstacles, conditions and internal situation of Roro *Coffee*. Based on this information, we plan to rebrand several parts of Roro *Coffee*, namely adding variants, updating the logo, creating new packaging and providing assistance with NIB & halal certification. We formulated it together with the creative economy division team and asked for opinions from other KKN members. Planning is an important stage before carrying out action or practice in the field. It is hoped that the planning will be able to determine what steps will later be taken to *rebrand* Roro *Coffee*. We first planned to create a new logo and packaging with the help of the multimedia team. The creative economy team plans to add a coffee variant, namely Vietnam drip, because this variant is very popular with coffee consumers. Finally, we plan to make Roro *Coffee* NIB and halal certification in collaboration with the halal *center institution* IAIN Kediri.

c. Logo and Packaging Making

After carrying out the planning stages carefully, our group immediately executed the first plan, namely creating the logo and product packaging for Roro *Coffee*. Logos and symbols are a set of images or letters created to indicate originality, ownership or association. Although the key element in a brand is the brand name, logos and symbols are also elements that are remembered in a person's memory (Febriansyah, 2013). In our opinion, the initial logo owned by Roro *Coffee* looked unsellable, tended to be traditional, and not modern. Therefore we intend to redesign the logo and make the packaging more elegant. Making logos and packaging should not be arbitrary because they must remain in accordance with the identity of the product and also the uniqueness that it has. The logo design was done by the multimedia team using the *Photoshop application*. The color of the logo is dominated by brown as the coffee identity, which is brown. The logo uses an image of a pot filled with coffee and poured into a cup using the Vietnamese drip brewing method. This logo is a characteristic of the coffee world where coffee is prepared in a teapot and then poured into a cup. There is something unique

about the newest logo, namely the image of the Vietnamese drip brewing method. The words *Roro Coffee* are still included in the logo as an identity for the product name, plus the words since 2018 add a distinctive impression and as branding that the *Roro Coffee product* has been established since 2018.

Roro Coffee's packaging was designed using *the Photoshop application* which was carried out by the multimedia team. We only focus on making box packaging containing several sachets of coffee powder. The coffee sachet still uses the dominant brown color and is affixed with the latest logo on the front. The sachet is made of plastic with an elegant appearance so it will look very marketable. Coffee sachets are designed with a size of 12 grams which will later be put into a packaging box. The elegant black packaging box adds to the premium feel of *Roro Coffee*. We made two packaging boxes, one small box containing 5 sachets and another large box containing 10 sachets, each box will also be given a bonus. The large box is equipped with procedures for brewing Vietnamese drip coffee.

d. Added Special Vietnam Drip Variant

The Special Vietnam Drip variant is an initiation of the Collaborative KKN creative economy team. We added this variant to the *Roro Coffee variant* so that it can penetrate the middle to upper consumer market. Special Vietnam Drip started when one of the creative economy team had a friend who was in the coffee sector so he got a recommendation from there. Apart from that, the special Vietnam drip variant is also very popular with coffee lovers. Starting from this background, we launched a new variant, namely the special Vietnam drip, by selling filters as a complement.

e. Assistance in Making Business Identification Numbers (NIB) & Halal Certification

Legal legality is an important thing that entrepreneurs operating in the food and beverage sector must have. The legal legality that we assist in its creation is NIB and halal certification. NIB aims to ensure that the business established by Mr. Priyo Hartono has clear legal legality. We have registered Mr. Priyo Hartono's business through an *online site* and we only need to wait for the time for the NIB to come out. Meanwhile, for halal certification, we also register online, but there is one KKN member who is an IAIN

Kediri Halal Product Process (PPH) companion. So it will be easier to register and there are no additional costs. For now the halal certification has not been issued because the registration process takes about 2 months.

Output (After and Before Conditions)

Roro *Coffee* product rebranding assistance work program in Krajan Hamlet, Besowo Village, in the dynamics and realities that are occurring, Roro *Coffee* presents new innovations aimed at improving the *brand image* and also increasing sales by adding new target markets. Ha this is also Roro *Coffee's* effort to survive in the midst of market *trends* that are increasingly changing day by day. With the presence of Roro *Coffee* with a new face, it is an answer to a product that has been stagnant but can still rise and compete again.

Prior to the Roro *Coffee* product rebranding assistance program, the owner still had very little knowledge about *marketing branding* so that within 5 years Roro *Coffee* only had one product with packaging and a logo that still did not have good selling value, so Roro *Coffee* consumers During those 5 years, it was only within the owner's immediate circle and Roro *Coffee's* good image among the outside was still not strong because for the past 5 years, its business license had not been registered.

After the Roro *Coffee* rebranding assistance program held by KKN Collaborative A 2023, it can encourage the owner's awareness that new product innovation can also really support Roro *Coffee* in adapting to market changes so that Roro *Coffee* will no longer experience a condition of stagnation, and after the issuance of the Business Identification Number (NIB) and halal certification with new *packaging* and logo that is more attractive to the market so that the Roro *Coffee* brand image can improve in the eyes of consumers and be able to compete.

Previous Condition	Information	The situation after
1. Product innovation From 2018 Roro <i>Coffee</i> has only one product variant.	Lack of owner knowledge regarding <i>branding marketing</i> .	At this time, Roro <i>Coffee</i> added its newest variant, which was originally just the usual robusta coffee, then Roro <i>Coffee</i> , assisted by KKN Collaborative A 2023, launched a new innovation,

		namely <i>"Roro Coffee special Vietnam drip-signature of robusta kelud"</i>
2. Packaging redesign	The owner only thinks or prioritizes the quality of the coffee, which makes <i>Roro Coffee</i> less able to adapt to market changes.	The A 2023 Collaborative Community Service Team redesigned the <i>packaging</i> with a premium box packaging containing several robusta coffee sachets which included a paper filter containing robusta coffee from the slopes of Kelud which made it distinctive in that customers could enjoy drip Vietnamese coffee without tools.
3. Logo update	Launching the new <i>Roro Coffee logo</i> proves that initially <i>Roro Coffee</i> was not ready for market changes, now it is ready for existing <i>trends and ready to continue to innovate</i> .	After discussions with the owner of <i>Roro Coffee</i> , the A 2023 Collaborative KKN Team launched a new logo that is more attractive and easily recognized by <i>Roro Coffee</i> consumers, becoming a distinctive feature and highlighting the Kelud slope signature.
4. Assistance in making Business License Numbers (NIB) and halal certification	The owner wants his MSME reputation to be good, both in the eyes of <i>Roro Coffee consumers</i> or among <i>Roro Coffee</i> business colleagues, but the owner is still in a stagnant condition.	To improve the <i>brand image</i> to be more positive, KKN Collaborative A 2023 assists the owner in registering the NIB and currently <i>Roro Coffee</i> already has the NIB and the halal certification is in the waiting

number for 5 years and has not been certified halal by MUI.

process because the procedure lasts for one month.

The following is documentation of the Roro Coffee product *rebranding* assistance program:



Figure 1. Packaging before



Figure 2. After packaging

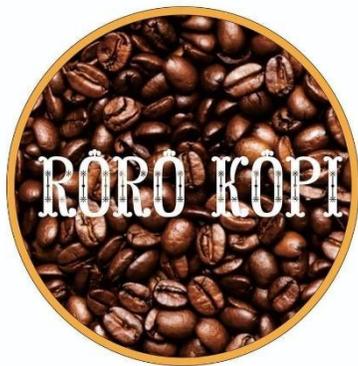


Figure 3. Logos before

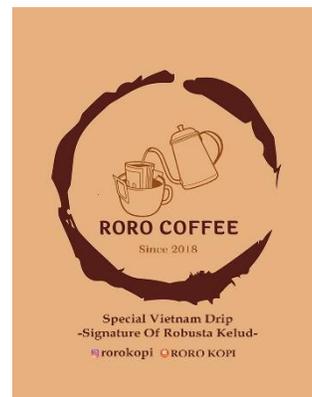


Figure 4. Logo after



Figure 5. Product innovation (special Vietnam drip)



Figure 6. Submission of NIB



Figure 7. Photo with Mr. Priyo Hartono (owner of Roro Coffee)

The implementation of the redesign assistance work program carried out by KKN Collaborative A 2023 went well, the work program we carried out also received a good response and full support from the owner of *Roro Coffee*. Hopefully, the success achieved from this work program will have a positive impact on both the *Roro Coffee business* and other MSMEs in Besowo Village.

Sustainable Impact

Roro Coffee product rebranding program is an effort by the four campus collaborative KKN team to solve the problems that exist in these MSMEs. The problems experienced are stagnation in the marketing aspect and the absence of product innovation as well as a lack of education regarding the importance of halal labeling and production permits. In addition, packaging designs and logos that are less attractive and do not sell are one of the obstacles

in marketing Roro Coffee. The implementation of the Roro Coffee product *rebranding* program has had a good impact on this business product. This impact provides positive value for Roro Coffee in improving the product image with additional product innovations in the form of Vietnam drip and improving the logo design and packaging type. By already having NIB and halal certification, the sales range of Roro Coffee products is wider. This is in accordance with the initial goals of the Group A Collaborative KKN Team and Mr. Priyo as the owner of Roro Coffee in planning and establishing this work program. This product rebranding program has received full support from business owners, the surrounding community, and also the government of Besowo Village. Mr. Priyo Hartono as the owner also gets direct benefits and is educated in understanding the concept of *rebranding* MSME products.

Rebranding program, the objectives of the Group A Collaborative KKN Team work program were implemented, namely to improve the product and business image of Roro Coffee and expand the target market. The existence of special attention from the Community Service Team for the Roro Coffee business will be able to overcome the problems and obstacles that have been experienced so far. Through this mentoring activity, Roro Coffee business owners will have more insight to innovate their products in the future. Based on the results of successful Roro Coffee product innovations, it will also have an impact on business development and marketing. With the addition of coffee variants, namely "Roro Coffee Special Vietnam Drip - Signature of Robusta Kelud", Roro Coffee does not only rely on one product so that potential consumers can have options in choosing Roro Coffee product variants. This has a positive impact because the existence of these new variants can attract customers to try new variants and can overcome consumer boredom with products that have not changed. This innovation step will also create opportunities for the Roro Coffee brand to be increasingly recognized because it has introduced this new variant to potential customers.

Supported by the latest logo, Roro Coffee now has a brand with a logo that is more easily recognized by potential customers. The positive impact of this new logo is that the Roro Coffee brand will be easier for customers to remember. With this new logo, the image of the Roro Coffee brand is getting better because it has an identity that can introduce product identity. The presence of a contemporary logo creates an opportunity to attract the

attention of young people to try this product so that Roro Coffee's market becomes wider. The modern nuance is also increasingly presented when Roro Coffee presents a more premium packaging. Now Roro Coffee's packaging is in the form of a premium box containing several robusta coffee sachets which contain paper filters inside. With this new packaging, it will increase the interest of potential consumers to try and buy Roro Coffee products.

Consumer trust in the Roro Coffee brand will also increase with the issuance of the halal certification and Business Identification Number (NIB) that they currently have. The halal certificate owned by Roro Coffee will also expand the reach of the target market considering that today's consumers often consider the halalness of a product before they consume it. In addition, the presence of NIB also increases legality for Roro Coffee which will later make it easier for the government to provide assistance on target. Assistance from the government to MSMEs can be obtained because *Roro Coffee* already has clear legality.

4. CONCLUSION

Assistance with *the rebranding of Roro Coffee products* is a renewal and improvement program for a coffee MSME *brand* owned by residents of Krajan Hamlet, Besowo Village. This *rebranding* activity takes the form of coffee product innovation, packaging *redesign*, *logo renewal*, and *assistance in submitting NIB and halal certification*. This program was initiated by Collaborative KKN group A students in Besowo Village which consists of four campuses, namely UIN Sunan Kalijaga, IAIN Kediri, UIT Lirboyo, and IAIFA Summersari Kediri. Assistance with *the rebranding of Roro Coffee products* is a program that responds to the economic conditions of Besowo Village residents. The condition of the *Roro Coffee MSMEs* is stagnant marketing and the business is not developing and the owner's desire for improvement is initiating the Group A Collaborative KKN Team in initiating this program. The owner of *Roro Coffee* responded well to this program and received full support from both the Besowo Village government and the surrounding community.

In carrying out *rebranding* it is very important to consider the overall consumer experience. Owners also need to always be updated regarding existing coffee trends, so that *Roro Coffee products* can continue to adapt to the market. The people of Besowo Village in particular must participate in supporting MSMEs in the village by promoting and buying MSME products. The Village Government must also support existing MSMEs by providing

assistance and holding training so that MSME owners can develop their businesses. For the implementation of the next Community Service Program, it is hoped that monitoring will be carried out to see developments that have occurred for one year.

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