

Implementation of Visual Branding and Digital Marketing to Strengthen Existence UMKM Milkfish Presto in Tempurejo Village

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Abstrak— Digitalisasi marketing dan *visual branding* menjadi faktor krusial bagi UMKM dalam meningkatkan daya saing di era modern. Program pengabdian ini bertujuan untuk membantu UMKM Bandeng Presto "Kae Ya" dalam memperkuat identitas merek dan memperluas jangkauan pasar melalui implementasi *visual branding* dan *digital marketing*. Metode yang digunakan dalam kegiatan ini meliputi survei awal untuk memahami kondisi UMKM, perancangan strategi branding, serta pendampingan dalam pembuatan logo, neon box, profil bisnis di Google Maps, dan video promosi. Hasil pengabdian menunjukkan bahwa penggunaan *visual branding* yang lebih kuat, seperti desain logo yang menarik dan neon box, mampu meningkatkan daya tarik produk di pasar. Sementara itu, optimalisasi *digital marketing*, termasuk pembuatan profil bisnis digital dan konten video promosi, membantu UMKM dalam menjangkau lebih banyak pelanggan dan meningkatkan interaksi dengan konsumen. Kesimpulan dari kegiatan ini menegaskan bahwa penguatan branding dan digitalisasi pemasaran memiliki dampak positif terhadap eksistensi UMKM.

Kata Kunci— *Visual branding, Digital marketing, UMKM*

Abstract— *Digitalization of marketing and visual branding are crucial factors for MSMEs in enhancing their competitiveness in the modern era. This community service program aims to assist the MSME "Kae Ya" Bandeng Presto in strengthening brand identity and expanding market reach through the implementation of visual branding and digital marketing. The methods used in this activity include an initial survei to understand the MSME's condition, branding strategy design, and mentoring in logo creation, neon box installation, business profile setup on Google Maps, and promotional video production. The results of the program indicate that stronger visual branding, such as an attractive logo design and neon box, enhances product appeal in the market. Meanwhile, digital marketing optimization, including the creation of a digital business profile and promotional video content, helps MSMEs reach more customers and increase consumer engagement. The conclusion of this activity confirms that brand strengthening and marketing digitalization have a positive impact on MSME sustainability.*

Keywords— *Visual branding, Digital marketing, MSMEs.*

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I. INTRODUCTION

In the era of globalization and advances in information technology, digitalization of marketing and visual branding is crucial for Micro, Small, and Medium Enterprises (MSMEs) to increase competitiveness. Through digitalization, MSMEs can expand their audience reach, increase operational efficiency, and strengthen brand existence in the market. In marketing strategies, MSME development can take advantage of rapid advances in information technology. Therefore, maintaining and developing MSMEs, especially in terms of marketing, is very important in order to be able to penetrate the international market.(Sary et al., 2025). Visual identity plays an important role in building the image and communicating the value of an MSME. One of the important elements in creating a visual identity is the logo. In today's era, MSME branding is very important to increase market share. The logo is a key element in this visual identity.(Batubara et al., 2023). The increasing challenges of MSMEs require them to have visual branding that can differentiate themselves from other brands. MSMEs need to develop identities for both products and businesses that reflect their brand image by creating visual identities.(Sary et al., 2025). However, based on the survey results on the KKN program in Tempurejo Village, it was found that several MSMEs still face obstacles in utilizing digital media and the internet for their business development. Many of them do not yet have an effective visual identity to represent their brand, including MSME Bandeng Presto Kae Ya in Tempurejo Village.

Visual branding become one of the impacts of the development of digitalization. Visual branding is not only limited to product identity but also builds consumer trust through the visual elements in it. Visual branding can be a brand identity to provide a purpose, direction and meaning for the brand. Visual branding plays an important role in shaping the identity and characteristics of a brand, and plays a role in conveying the desired message, so as to build an emotional connection between consumers and the brand (Kwanda et al., 2019). Recognizing and understanding business identity is a crucial element for the progress of a business. Many micro entrepreneurs in the MSME sector pay little attention to the importance of their business identity. This business identity basically gives the customer's business a unique characteristic or difference from the products offered by similar competitors (Santi & Kusumasari, 2023). Without a strong brand identity, Micro, Small, and Medium Enterprises (MSMEs) have difficulty distinguishing themselves from competitors in the market. This can result in low appeal of their products or services, especially if competitors have stronger brand identities(Sary et al., 2025). In addition to visual branding, the use of digital marketing has also proven to be an important need to survive in an increasingly competitive market because

it is able to achieve significant growth compared to those who still use traditional methods.(Pada et al., nd).

Digital marketing is an effort to promote a brand by using digital media that can reach consumers in a timely, personal, and relevant manner. The type of digital marketing includes many techniques and practices contained in the category of internet marketing. Digital marketing also combines psychological, humanistic, anthropological, and technological factors that will become new media with large capacity, interactive, and multimedia. The results of the new era are interactions between producers, market intermediaries, and consumers.(Aliami et al., 2018). To implement digital marketing successfully, SMEs need to understand the concept. Digital marketing utilizes digital media for promotion, increasing marketing efficiency, targeting potential customers, and improving their experience and engagement. Preparation and implementation of an effective digital marketing strategy will be an important key for companies in achieving sustainable growth and profits.(Pada et al., nd). One application that has proven to be very useful and has an important role in the business world is Google Maps. MSMEs also realize that the application of Google Maps can be the right solution to facilitate the process of picking up and sending goods by consumers. Google Maps is an online mapping application prepared by Google for free(Amri, 2010).

This study aims to analyze the role of marketing digitalization and visual branding in increasing the competitiveness of MSMEs, especially in building a strong brand identity. Specifically, this study aims to identify the obstacles faced by MSMEs in utilizing digital media and the internet for their business development, and explore how visual branding can help MSMEs in building consumer image and trust. In addition, this study also aims to evaluate the importance of visual elements, such as logos and identity designs, in differentiating MSME products from their competitors and increasing market appeal. By understanding the challenges and opportunities that exist, this study is expected to provide strategic recommendations for MSMEs in developing more effective branding and digital marketing. This study will focus on MSMEs in Tempurejo Village, with special attention to the Bandeng Presto MSME named "Kae Ya" which still faces obstacles in building visual branding and utilizing digital technology optimally.

II. METHOD

This community service activity is intended to understand the phenomenon of what is experienced by MSME actors. The location of the service is carried out in Tempurejo Village, Kediri City. The equipment needed in this service is a cellphone, stationery, and a laptop. The

service time is carried out for a period of one month which is carried out on January 20 - February 17, 2025, which includes:

1. Planning Stage

The planning stage is the initial stage carried out by KKN students of Nusantara PGRI Kediri University. At this stage, KKN students hold discussions to determine the object/target, theme, time, and date of the activity.

2. Survey and Observation

Conducting an initial survey to understand the condition of MSMEs in Tempurejo Village, identifying the needs and challenges faced by MSMEs in terms of branding and digital marketing and preparing a work program plan.

3. Implementation of Work Program

Implementing visual branding elements such as logos, packaging stickers, and brand messages through neon boxes and helping MSMEs create business profile accounts with Google Maps on digital media and the internet. In addition, the creation of promotional videos is also implemented in the work program to increase visibility, attractiveness, and customer understanding of MSMEs.

III. RESULTS AND DISCUSSION

Community service activities in Tempurejo Village, Kediri City have been carried out for one month, starting from January 20 to February 17, 2025. This community service program focuses on improving branding and digital marketing for Micro, Small, and Medium Enterprises (MSMEs) in the area.

1. Planning Stage

In the initial stage, KKN students of Universitas Nusantara PGRI Kediri held intensive discussions to determine the target of the activity with the RW head who is also the head of the UMKM group in Tempurejo Village. In addition, students also determined the theme of the activity which focused on improving visual branding and digital marketing skills to help UMKM increase their competitiveness. Agreements regarding the time and form of activities were also made so that the implementation of the program was more effective.

From the results of the discussion, the focus of the object or target has been determined on the UMKM Bandeng Presto "Kae Ya" because it still faces obstacles in building consistent and attractive visual branding, so that the product is less competitive in the market. In addition, the use of digital technology, such as marketing through the simplest media such as business profiles, has not been optimal due to limited understanding

and skills of human resources in managing digital content, online promotion strategies, and data-based market analysis. This causes brand awareness and market reach of this UMKM to be still limited.

2. Survey and Observation

Survey is a method of collecting primary data by asking questions to respondents. The initial survey was conducted to understand the conditions of MSMEs in Tempurejo Village, especially the “Kae Ya” Presto Milkfish MSME. According to (Maidiana, 2021) stated that the survey attempted to find out various information regarding attitudes, opinions, characteristics, and certain phenomena that occurred at the time the survey was conducted. From the survey results, it was found that the MSMEs still relied on conventional marketing methods and had not fully utilized digital media. Some of the main challenges identified included the lack of understanding and skills of human resources in managing digital content and branding strategies, limitations in creating logo designs, and minimal access to digital platforms for product marketing. Based on the results of this survey, a program plan was prepared that included objectives, targets, and stages of activity implementation.



Picture 1. Survey of Presto Milkfish UMKM “Kae Ya”

3. Implementation of Work Program

KKN students prepare a work program that includes development in visual branding and digital marketing aspects. Main activities include:

a. Visual branding design

In this service, students assist UMKM in developing logo designs on packaging stickers, and determining brand messages to make them more attractive and easily

recognized by consumers. Logo development for UMKM can have an impact on the selling value of the product itself. These components help buyers visualize, describe, and differentiate the goods offered. This is supported by researchers (Antika & Prameswari, 2023) which states that the power of a logo lies in the customer's ability to immediately identify the brand. A business really needs a visual identity. According to researchers (Abibah Istikomah Ayuni & Surya Patria, 2023) A logo can be a text, logogram, image, or illustration. A logo is also considered a symbol in visual identity.

In its design, several elements need to be considered so that the logo becomes dynamic and flexible. Each element plays a role in strengthening the identity of the brand represented. These elements include, Form Element, the form here must be unique and have its own characteristics to attract the attention of consumers, Color Element which plays an important role in making a logo, because color can be a corporate color, Typography Element, typography is an art process for composing publication materials using printed letters, Typography is also interpreted as a visual representation of a form of verbal communication and is a basic and effective visual property.



Picture 2. Logo on Old Packaging Sticker



Picture 3. Logo on New Packaging Sticker

In addition to developing logos on packaging stickers, other work programs in visual branding include: Neon box making for UMKM Bandeng Presto “Kae Ya”. Neon

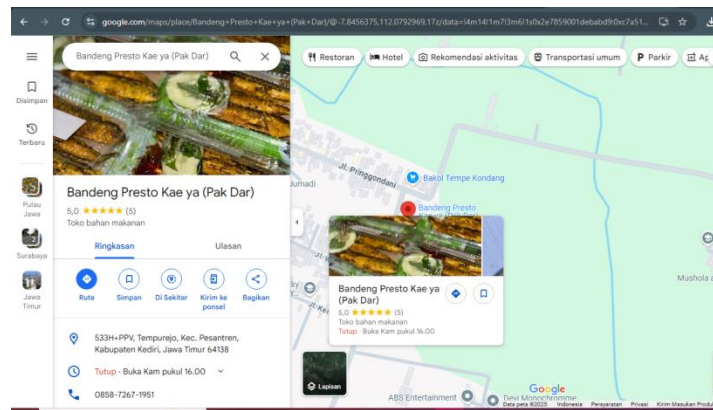
box is a luminous promotional media that displays a business design or logo to increase visibility and appeal. In addition to being a location marker, neon box strengthens brand identity, makes it easier for customers to recognize the business, and gives a professional impression, which contributes to increased visits and sales.



Picture 4. Neon Box for Presto Milkfish UMKM “Kae Ya”

b. Digital Business Profile Creation

KKN students help MSMEs in creating Business Profiles on Google Maps. Creating a Digital Business Profile through Google Maps is a strategic step in increasing the online presence and accessibility of MSMEs, so that they are easier to find by customers. With a business profile, MSMEs can reach more potential customers who are looking for products or services around the business location. In addition, a business profile on Google Maps makes it easy for customers to access important information, such as addresses, operating hours, contacts, and business photos. The existence of an official business profile also helps build customer trust, because it displays reviews and ratings that can strengthen the reputation of MSMEs. In terms of marketing, the navigation feature on Google Maps makes it easier for customers to find business locations, which has the potential to increase the number of visits and sales. This is supported by researchers (Fujio, 2023) which states that the use of Google Maps expands the reach of businesses to national and international levels, and supports marketing digitalization which increases technological knowledge and income of MSMEs.



Picture 5. Screenshot of Google Maps for UMKM Milkfish Presto “Kae Ya”

c. Visibility and Attraction

In this community service activity, students also made educational and promotional videos that play an important role in increasing visibility, appeal, and customer understanding of MSMEs. With attractive visuals and clear messages, videos help introduce business identity, build trust, and expand marketing reach through digital platforms. In addition to increasing brand awareness, informative videos also influence purchasing decisions and drive sustainable business growth. This is supported by researchers (Natsir et al., 2024) which reveals that in today's digital era, video content has a strong visual appeal and can attract consumers' attention faster than text or static images. Consumers tend to be more interested in interactive and informative content that can be delivered effectively through video. By using video, MSMEs can display their products and services in a more attractive and interactive way, thereby increasing consumer interest and engagement. In addition, video marketing is very effective in building trust and credibility.

IV. CONCLUSION

This community service activity has successfully helped the “Kae Ya” Milkfish Presto UMKM in improving branding and marketing digitalization. The programs implemented include developing visual branding through logo design and neon box creation, creating digital business profiles on Google Maps, and creating educational and promotional videos. The results of this activity show that the implementation of visual branding and digital marketing can increase the competitiveness of UMKM, expand market reach, and build customer trust in the products offered. The main obstacles faced, such as the lack of understanding of human

resources in utilizing digital media, have been minimized by providing assistance in creating and managing digital promotional media.

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