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Increasing Sales of MSME Products through Socialization of Digitalization Branding in Mulyorejo Village, Surabaya City

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Abstract. Digitalization of branding is one of the important efforts in improving the development of micro, small and medium enterprises (MSMEs) in the digital era. Digital branding refers to the use of digital platforms including social media websites and e-commerce to promote and build brand identity. The number of MSME players who have not implemented the concept of digitalization is one of the obstacles in business development. Socialization of digitalization branding is a strategic step to help MSME players in Mulyorejo to be able to compete in the digital economy era. The socialization with the theme Digitalization of MSME Branding was carried out with the aim of transforming conventional- based MSMEs into digital ones. Through this socialization, it is hoped that MSME players will be more familiar with the concept of the MSME Branding Digitalization system.

Keywords: Digitalization Branding; MSMEs; Socialization

1. Introduction

The development of science and technology has changed the dynamics of business and economics at the international level (Buana et al., 2024; Dartiningsih et al., 2024). These changes have prompted entrepreneurs to shift to digital business, leaving behind traditional transaction methods (Andy Saputra et al., 2023; Kurniawati & Munari, 2023; Saharani & Sari, 2023). Digital transformation offers the potential to increase financial returns, with higher online sales, expand market reach, and provide benefits to consumers through cost-saving opportunities (Husendi & Widiyarta, 2023; Mukhlis et al., 2023; Syifana et al., 2023). Indonesia is currently in the midst of the industrial revolution 4.0, where technological developments bring significant changes to lifestyles, ways of working, and communicating (Hafizha & Anggraini, 2023; Ustik et al., 2023; Wardhani et al., 2023). These changes have had a significant impact on the economic sector and spurred the transition towards digital economy. People now more easily access online services, such as ordering food, shopping, selling products, and learning from home online. Many Indonesians are already utilizing the internet in their daily lives, supported by improved infrastructure and easy access to mobile devices.

In this context, micro, small, and medium enterprises (MSMEs) are one of the sectors most affected by advances in digitalization (Azizah Asmara & Purwati, 2023; Heni Rohaeni et al., 2023; Luhung, 2023). In Mulyorejo Village, many MSMEs have not fully utilized

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digital technology to expand their markets and increase sales (Andi Tenri Ampa, 2023; Bondarenko & Vyshnivska, 2023; Juniasih et al., 2023). This is due to various factors, such as a lack of knowledge about digital branding, limited human resources skilled in technology, and a lack of access to relevant training and mentoring (Hariyanto & Sukaris, 2023; Metya Lutviani & Ihsanul Haqqi, 2023; Salim & Nofiansyah, 2023). The socialization of digital branding is a strategic step to help MSME players in Mulyorejo to be able to compete in the digital economy era. By increasing their understanding of the importance of branding in the digital world, it is hoped that MSMEs can more effectively utilize social media, e-commerce platforms, and other digital marketing tools to reach more consumers, expand market reach, and increase sales of their products. Digital branding involves utilizing digital channels and assets to promote and build the brand image of a product or service. Digital marketing can be done through social media and various other online platforms. Digital marketing is a promotion and market analysis effort that is done digitally by utilizing social media. This concept allows interaction between producers, consumers, and markets through technology. Digital marketing strategies make it easier to reach target markets that are difficult to reach physically.

The socialization program aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) in Mulyorejo holds immense potential in equipping these businesses with the necessary skills and knowledge to thrive in the digital age. By focusing on practical guidance for developing a digital brand identity, mastering online marketing techniques, and leveraging digital tools for consumer interaction, this program can significantly enhance the sustainability and growth of MSMEs in an increasingly competitive business environment.

The concept of digital brand identity is crucial in establishing a distinct and recognizable presence online (Hasan, 2023; Reken, 2023; Zannah & Mubarak, 2023). In the digital marketplace, where thousands of businesses compete for attention, a well-crafted brand identity can help MSMEs stand out (Akmal et al., 2023; Kiswanto et al., 2023; Syifa Safira Parameshwari et al., 2023). The socialization program should guide participants through the essential steps of building a digital brand, which involves more than just creating a logo or a color palette. It encompasses defining a brand's mission, values, and personality, all of which should resonate with the target audience. MSMEs must learn to communicate their unique selling points (USPs) effectively and consistently across various digital platforms. This consistency builds trust and recognition, essential factors for customer retention and brand loyalty. Furthermore, the program should emphasize the importance of creating compelling content that aligns with the brand's voice and identity. This includes the design of websites, social media profiles, and other digital assets, ensuring that they reflect the business's core values and appeal to the intended audience.

Online marketing is a dynamic and multifaceted field that MSMEs must understand to compete effectively in the digital economy. This program should cover essential online marketing strategies, such as search engine optimization (SEO), content marketing, social media marketing, and pay-per-click (PPC) advertising. By mastering these techniques, MSMEs can increase their online visibility and attract a broader audience. SEO, for example, helps businesses rank higher in search engine results, driving organic traffic to their websites. Content marketing, on the other hand, involves creating valuable, relevant content that engages the audience, builds trust, and encourages them to take action, whether it's making a purchase or signing up for a newsletter. Social media marketing can



be particularly effective for MSMEs, as platforms like Instagram, Facebook, and TikTok allow businesses to reach a vast and diverse audience, often with minimal financial investment.

The program should also provide insights into the use of analytics tools, enabling MSMEs to track the performance of their online marketing efforts. By understanding which strategies are working and which need adjustment, businesses can optimize their marketing campaigns for better results. In today's digital era, customer interaction is no longer limited to face-to-face communication. MSMEs must be adept at using digital tools to engage with their consumers. The socialization program should introduce participants to various platforms and technologies that facilitate interaction, such as customer relationship management (CRM) systems, chatbots, and social media messaging.

CRM systems, for instance, help businesses manage their customer interactions, providing insights into consumer behavior, preferences, and feedback. This allows MSMEs to offer personalized experiences, which can significantly improve customer satisfaction and loyalty. Chatbots and social media messaging tools enable businesses to provide instant responses to customer queries, enhancing the overall customer experience and building stronger relationships. Moreover, digital tools can help businesses gather feedback and insights from their consumers, which are invaluable for continuous improvement. The program should teach MSMEs how to use these tools effectively, ensuring that they can maintain open lines of communication with their customers and respond to their needs in real time.

The socialization program for MSMEs in Mulyorejo offers a holistic approach to navigating the digital landscape. By providing practical guidance on digital brand development, online marketing strategies, and the effective use of digital tools for consumer interaction, this initiative can empower local businesses to not only survive but also flourish in the digital era. The digital transformation journey for MSMEs is not without challenges, but with the right tools and strategies, they can leverage the opportunities provided by the digital economy to grow and thrive in an ever-evolving market.

2. Methods

Conducted on August 15, 2024, at the Mulyorejo Village Hall, this event brought together 15 MSME representatives and local government officials, including the village secretary and the head of the Welfare Section. The primary goal was to ensure that MSME operators could grasp and implement digital branding concepts effectively, allowing them to transition from traditional business models to digital platforms independently. The overarching objective of this socialization effort was to empower local MSMEs by providing them with the necessary knowledge and tools for digital branding. In today's digital economy, effective branding is crucial for business success, and many small enterprises struggle with understanding and utilizing digital platforms to their advantage (Kustiyono, 2023; Sairun et al., 2023; Yuliasari et al., 2023). By focusing on this aspect, the initiative aimed not only to increase the visibility of local businesses but also to enhance their competitiveness in an increasingly digital marketplace. The socialization activities were structured into three distinct stages: preparation, counseling/socialization, and sampling.

2.1. Preparation Stage



The preparation phase involved comprehensive data collection concerning the MSMEs in Mulyorejo Village. This included identifying their current branding practices, understanding their target markets, and analyzing the challenges they face in business development. This research was essential to tailor the subsequent socialization activities to the specific needs of the MSMEs (Andjarwati et al., 2022; Paulina et al., 2022; Permana & Pratama, 2022). By understanding the existing landscape and constraints, the facilitators could offer targeted solutions and support. This stage also served as a means to engage with the MSMEs, ensuring that they felt involved in the process and understood that the initiative was designed to address their unique challenges.

2.2. Counseling/Socialization Stage

In the second phase, the actual socialization of digital branding took place. During this stage, various aspects of digital branding were discussed, including the importance of online presence, social media marketing, and the use of digital tools for brand promotion (Arianty, 2022; Batubara, 2022; Fasyehhudin et al., 2022). Participants were introduced to practical strategies for enhancing their brand visibility in the digital space. This part of the program included workshops and interactive sessions, allowing MSME representatives to ask questions and engage in discussions about their specific concerns and ideas. The emphasis was on practical application, with examples from successful MSMEs that had effectively transitioned to digital branding.

2.3. Sampling Stage

The final stage involved selecting one MSME from the group to receive more focused assistance in developing its marketing strategy. This sampling approach was designed to provide a hands-on case study that could serve as a model for other participants (Nurmala, 2022; Purbaningsih et al., 2022; Teguh Setiawan Wibowo & Dwi Bhakti Iriantini, 2022). By working closely with a chosen MSME, the initiative aimed to develop a comprehensive digital marketing plan that could be shared with the broader community. This not only demonstrated the effectiveness of the strategies discussed but also provided a real-world example of how digital branding could transform a business.

The anticipated outcome of this initiative was that MSME operators would become more familiar with digital branding concepts and, importantly, feel empowered to implement these strategies within their own businesses. By providing education and practical support, the program aimed to facilitate the transformation of conventional business models to digital ones, thereby improving the overall economic landscape of Mulyorejo Village. By focusing on practical solutions and collaborative learning, this initiative has the potential to make a significant impact on local businesses, helping them thrive in the digital age.

3. Results and Discussion

The socialization with the theme Digitalization of MSME Branding was held in Mulyorejo Village, Mulyorejo District, Surabaya City, and was located at the Mulyorejo Village Hall. Initially, the student authors together with the KKN 07 group conducted a survey to collect data on the situation and conditions of local MSMEs. This survey involved MSME players to discuss the obstacles and problems they face in selling their products. The Socialization activity lasted for one and a half hours, starting at 09.00 to 10.30 WIB.



Participants in this activity included KKN group 07 students, MSME players, and were attended by the secretary and head of Mulyorejo Village.

This service activity begins with the presentation of material which includes an explanation of the benefits of a digital branding system for business actors. Branding itself aims to maintain the level of affordability and introduction of product images to potential buyers who want to be offered. At present, MSME players are more focused on trading activities compared to branding activities which are often ignored, even though they have equally important values and benefits. This material also provides an understanding of the advanced steps in the branding process, including the importance of having branding for marketed products, easy ways to build branding, and the characteristics of effective and attractive branding for consumers.



Figure 1 The Process of Socializing Digital Branding for MSMEs

After the presentation on the benefits of a digital branding system, the activity continued with an interactive discussion session, where MSME players were given the opportunity to ask questions and share experiences regarding the challenges they face in implementing digital branding. This discussion aims to identify the specific needs of each business and provide practical solutions that are in accordance with their conditions and capacity. Based on the results of the discussion, the main problem of MSME players in the Mulyorejo urban village area, namely the lack of optimization of digital branding of MSMEs, is that adjustments and insights are still needed so that MSME players can be more active in utilizing information technology for the benefit of business activities. Continuing from the results of the discussions that have been carried out, the material presented includes managing business social media accounts, content optimization to increase engagement, and utilization of paid advertising features available on various digital platforms. Participants are also taught about the Basics of SEO (Search Engine Optimization) and SEM (Search Engine Marketing) aims to increase product visibility on search engines. With a better understanding of SEO and SEM, it is expected that MSME



players can improve their product ranking in search results, making it easier for potential buyers to find. With continuous training and mentoring, it is expected that MSME players in Mulyorejo Village will be more skilled and active in utilizing information technology for branding activities, so as to increase the competitiveness and sales of their products in the growing digital market.



Figure 2 Discussion and Q&A Session on the Socialization of MSME Branding Digitalization



Figure 3 Field Visit to One of The MSME Players



After the socialization, the student authors made a field visit to one of the MSME players who attended the event. The purpose of this visit was to provide direct guidance and assist in formulating a more effective and targeted branding digitalization strategy in accordance with the characteristics and specific needs of the business. During this visit, an evaluation of the current condition of the MSME was first conducted, including an analysis of their brand awareness, social media usage, and overall digital presence. Based on this evaluation, the student authors together with the MSMEs identified the strengths and weaknesses in their existing branding strategy.

The next step is to design a more detailed action plan to strengthen digital branding. This plan includes creating or improving profiles business on major social media (such as Instagram, and tiktok) and optimizing visual content related to MSME products by providing short training on the basics of product photography using smartphones, as well as how to edit images to make them look more professional and assist in making design templates that can be used for routine promotions, such as discounts or new product launches.

After the action plan was developed, student writers continued to communicate with the MSME players to monitor implementation and provide assistance in the form of digitalization of branding through the Instagram platform, creating visual content including digital menus and product photos on one of the MSME Players. MSME players are also encouraged to actively evaluate the results of the steps that have been implemented, so that their digital branding strategies continue to develop and adapt to market changes. This activity is expected to not only help these MSMEs in the short term, but also provide deep insights and practical skills that they can apply in their business for the long term. Thus, it is hoped that these MSMEs can increase their competitiveness in the digital market, expand their market reach, and thus increase their product sales.

4. Conclusions

The community service activity themed "Digitizing MSME Branding," held on August 15, 2024, successfully fulfilled its primary goal of introducing MSME players to the concept of digital branding. This socialization effort was essential in preparing local micro, small, and medium enterprises (MSMEs) around Mulyorejo Village, Surabaya, for the digital era. The enthusiasm demonstrated by the participants highlights the growing recognition of the importance of digital platforms in enhancing business visibility and competitiveness in today's marketplace. The socialization event went smoothly, with active participation from 15 MSME representatives, as well as key local government officials such as the village secretary and the head of the Welfare Section. This high level of engagement signaled the relevance of the topic to local businesses and demonstrated the willingness of MSME players to explore new strategies for growing their enterprises. The interactive sessions allowed participants to express their thoughts, ask questions, and engage with the content more deeply, thus facilitating a more comprehensive understanding of digital branding concepts.

One of the primary objectives of the socialization activity was to familiarize MSME operators with digital branding and its benefits. The session successfully demystified the concepts of online branding, social media marketing, and the use of digital tools for brand promotion. Participants were introduced to practical examples of how digital branding could enhance business visibility, increase customer engagement, and lead to better overall business outcomes. The interactive workshops provided hands-on experience,



ensuring that the MSMEs not only understood the theoretical concepts but also gained practical insights into how to implement these strategies. Through this socialization, MSME players gained a clearer understanding of how digital tools could be utilized to promote their businesses. The participants' positive response indicated a willingness to adapt to the digital era and leverage these tools to improve their branding and marketing efforts. This understanding is crucial as the digital economy continues to grow, making online presence a fundamental aspect of business success.

Another important outcome of the event was the evident readiness of MSME operators to transition from traditional business models to digital platforms. While some MSMEs may have been unfamiliar with digital branding concepts before the event, the socialization helped bridge this gap. The participants left with a greater awareness of the benefits of digital branding and the confidence to apply these new strategies within their respective businesses. Moreover, the selection of one MSME for more in-depth assistance in developing a digital marketing strategy demonstrated the practical application of the lessons learned. This real-world example served as a case study for other MSMEs, illustrating the potential impact of digital branding on business growth.

The success of this socialization activity suggests that similar community service initiatives focused on digital transformation for MSMEs can have a significant impact. As more MSMEs become digitally literate and embrace branding digitalization, the broader economic landscape of areas like Mulyorejo Village could be positively influenced. This socialization could serve as a model for other communities, offering a structured approach to introducing digital tools and strategies to small businesses. In conclusion, the Socialization of MSME Branding Digitalization achieved its primary goals of raising awareness and enhancing understanding of digital branding among local MSMEs. The enthusiasm shown by the participants reflects the growing importance of digital transformation for small businesses in today's economy. By equipping MSMEs with the knowledge and tools necessary to apply digital branding strategies, this community service activity has taken an important step toward ensuring that local businesses can thrive in the digital era. The success of this event sets a positive precedent for future initiatives aimed at empowering MSMEs through digital education and support.

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