

STRENGTHENING DIGITAL MARKETING FOR DENDENG AND RENGGINANG MSMES THROUGH LOCAL SEO ASSISTANCE AND VISUAL BRANDING IN GIRIMEKAR VILLAGE

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) have the potential to grow through the utilization of digital marketing; however, each business actor faces distinct challenges and needs. This Community Service activity aims to strengthen the digital marketing of *dendeng* (beef jerky) and *rengginang* (traditional glutinous rice crackers) MSMEs in Girimekar Village through assistance tailored to the specific needs of each partner. The implementation method includes field observations, interviews, needs identification, assistance program design, and activity execution. The identification results indicate that the *dendeng* MSME faced issues regarding business location inaccuracies on Google Maps and a lack of video-based promotional media. Meanwhile, the *rengginang* MSME experienced constraints in strengthening its visual identity and product packaging design. Based on these issues, assistance for the *dendeng* MSME was carried out through the optimization of the Google Business Profile as part of Local SEO and the creation of digital promotional videos. Meanwhile, assistance for the *rengginang* MSME was conducted through visual branding reinforcement by developing product packaging designs. The results of the activity demonstrate improved business location visibility, the availability of digital promotional media, and enhanced product visual identity tailored to the needs of each partner. A needs-based assistance approach is expected to serve as a more targeted strategy in supporting the capacity building of MSME marketing.

Keywords: MSMEs, digital marketing, Local SEO, visual branding, assistance

A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute a sector that plays a crucial role in the Indonesian economy. Amid technological advancements, the utilization of digital marketing serves as a key strategy to help MSMEs expand market reach and enhance business competitiveness. However, many MSME actors still face obstacles in the digitalization process

due to limited understanding and adoption of digital marketing technologies (Rahmawati et al., 2022).

Digital marketing is a marketing strategy that leverages digital technology and media to reach consumers more effectively, expand market access, and increase MSME competitiveness in the digital era (Sirodjudin, 2023). Furthermore, implementing digital marketing enables MSME actors to build better relationships with customers across various digital platforms, thereby supporting sustainable business growth (Saat & Revolusi, 2023).

Visual branding and Local Search Engine Optimization (Local SEO) represent two vital components of digital marketing for MSMEs. A strong visual identity helps establish a product's image and enhances consumer appeal, while local search optimization plays a role in boosting business visibility, making it easier for potential customers to find the business on digital platforms (Panjalu et al., 2024).

Research conducted by Asyiffa et al. (2025) demonstrates that digital marketing is an essential strategy for MSMEs facing digital transformation. Various strategies, such as social media, Search Engine Optimization (SEO), content marketing, and e-commerce, can elevate brand presence and broaden market reach. However, that study primarily offers a conceptual overview of digital marketing strategies without detailing tailored assistance forms aligned with the specific needs of individual MSMEs (Asyiffa et al., 2025).

Community service activities conducted by Haqqi et al. (2024) indicate that digital marketing assistance through socialization, practical sessions, and the use of SEO, Google Keyword Planner, and Google My Business can increase MSME actors' understanding of digital marketing. Nevertheless, the assistance provided remained focused on applying a uniform digital marketing strategy to all participants (Haqqi et al., 2024).

Hidayat et al. (2025) also conducted Search Engine Optimization (SEO) training to enhance the digital marketing capabilities of MSME actors. Assistance was delivered through training on SEO concepts, optimization techniques, and the use of Google Search Console and Google Analytics. The results showed an increase in participants' knowledge regarding SEO as a digital promotional tool. However, the approach applied remained oriented toward general SEO training and did not adapt the assistance format to the specific problem characteristics of each MSME (Hidayat et al., 2025).

In contrast to previous research and community service initiatives, this community service project applies a need-based assistance approach. The assistance is customized based on observations of the distinct problem characteristics facing each MSME. The *rengginang* MSME received assistance in strengthening visual branding through package design development, whereas the *dendeng* MSME received assistance in optimizing Local SEO through Google Business Profile updates and digital promotional video production. This approach differs from earlier projects that generally applied a one-size-fits-all assistance model to all partners. By tailoring intervention forms to observed needs, the provided solutions are expected to be more targeted in boosting partners' marketing capacities.

This approach aligns with field observations of partner MSMEs operating in traditional processed foods, specifically *dendeng* and *rengginang* producers in Girimekar Village. Both

businesses offer good product quality and maintain a local customer base; however, their utilization of digital media for promotion and brand identity reinforcement remains sub-optimal. This situation reflects the findings of Riqqoh (2023), which indicate that MSMEs lacking an easily recognizable visual identity and appropriate promotional strategies face greater difficulty gaining public recognition (Riqqoh, 2023). Consequently, the business potential of both partners has not developed optimally because marketing remains dominated by conventional methods.

Based on interviews with business owners, it was found that the challenges faced by both partners possess distinct characteristics. The *rengginang* MSME encountered issues related to visual identity and product packaging, whereas the *dendeng* MSME struggled with business location visibility on Google Maps and had not effectively utilized video-based promotional media. These findings highlight that assistance needs vary among MSMEs and demand an approach tailored to individual business conditions.

Addressing these challenges, this community service activity aims to strengthen the digital marketing of the *dendeng* and *rengginang* MSMEs through tailored assistance in Local SEO, promotional video creation, and visual branding based on each partner's needs. This program is expected to improve business visibility, reinforce product identity, broaden marketing reach, and support sustainable sales growth.

B. LITERATURE REVIEW

Digital Marketing Theory

Digital marketing is a modern marketing strategy that utilizes technological platforms and digital media to reach and interact with consumers more broadly and effectively. The implementation of this strategy is crucial for Micro, Small, and Medium Enterprises (MSMEs) to expand market access, elevate brand presence, and boost business competitiveness in the era of digital transformation. Through digital marketing, business actors can leverage various interactive channels such as Search Engine Optimization (SEO), social media marketing, content marketing, and e-commerce to promote their products. Beyond serving as a promotional medium, this strategy enables MSMEs to build close and sustainable relationships with customers through two-way communication across digital platforms. Therefore, digital marketing implementation acts as an effective strategic instrument to manage consumer flow while supporting sustainable business growth. Indicators:

- Search Engine Marketing (SEO): The use of search optimization (such as Local SEO or Google Business Profile) to enhance business visibility and presence on digital search platforms.
- Content Marketing: The creation and utilization of interactive content-based promotional media, such as digital promotional videos, to broaden consumer reach.
- Social Media Marketing & E-Commerce: The use of social media platforms and e-commerce channels as media for business promotion and transactions.
- Customer Interaction: The ability to establish two-way communication and sustainable relationships with users or potential customers through digital channels.

Visual Branding Theory

Visual branding is a set of visual elements designed to establish a brand identity, project a strong product image, and enhance consumer appeal toward a business. A properly developed visual identity serves as a crucial means to ensure a product or brand is easily recognized, remembered, and clearly differentiated from competitors in the market. Elements of visual branding include well-conceived visual concepts, color scheme selection, appropriate typography, graphic/product image elements, and modern packaging design execution. For MSME actors, strengthening visual branding and packaging design is an essential strategy to showcase product characteristics and variations in a more informative and aesthetic manner. By maintaining a strong visual brand, MSME products not only enhance their competitiveness in both conventional and digital markets but also gain the potential to become the top-of-mind choice among consumers. Indicators:

- Brand Identity / Logo: The presence of a logo and distinctive visual elements that are unique, memorable, and consistent as a business identity.
- Packaging Design: An attractive, modern physical appearance of packaging aligned with product characteristics.
- Clarity of Product Information: The completeness and readability of information regarding product variations, ingredients, and business details on visual attributes.
- Visual Appeal (Color, Typography, & Images): A combination of color choices, typography, and product image layouts that attract attention and enhance brand image.

C. RESEARCH METHODOLOGY

The implementation method employs an approach that actively involves partners in every stage of the activity, from problem identification, solution planning, and assistance execution, to evaluation of results. This approach was chosen to ensure that the provided solutions align with the actual conditions faced by partners and can be implemented sustainably.

Observation and Needs Identification

At this stage, the team conducted field surveys, interviews, and documentation to assess business conditions, current promotional media, and marketing constraints faced by each MSME. The identification results indicated that the *dendeng* (beef jerky) MSME faced challenges regarding digital visibility, whereas the *rengginang* (glutinous rice cracker) MSME experienced constraints related to product visual identity.

Assistance Program Design

Tailored to each partner's specific needs, the *dendeng* MSME received assistance through Google Business Profile optimization via Local SEO application, location updates on Google Maps, and digital promotional video production. Meanwhile, the *rengginang* MSME received assistance in strengthening visual branding through product packaging and promotional material development.

Activity Evaluation

Evaluation was conducted through direct observation and interviews with partners to observe changes post-assistance. Evaluation indicators included customer ease in finding business locations via Google Maps, digital promotional media utilization, the adoption of new visual identity on packaging, and shifts in marketing activities impacting MSME sales growth.

D. RESULT AND DISCUSSION

Partner Problem Identification

The initial phase of the community service activity was conducted through field observations, interviews with MSME owners, and documentation of partner business conditions. This activity aimed to identify the specific problems faced by each MSME so that the form of assistance provided could be tailored to the partner's needs. A need-based assessment approach is crucial to ensure that community service programs deliver targeted solutions and enhance overall implementation effectiveness (Diantoro et al., 2024).

Observation results indicated that both partner MSMEs exhibited distinct problem characteristics. The *dendeng* (beef jerky) MSME encountered obstacles in digital marketing, particularly regarding inaccurate business locations on Google Maps, which created difficulties for customers and delivery services in locating the production facility. Additionally, the business lacked video-based promotional media to expand its marketing reach across social media platforms. Meanwhile, the *rengginang* (glutinous rice cracker) MSME faced challenges regarding product visual identity. Although the business had an existing logo, the visual execution remained basic, and its application to product packaging was sub-optimal. Furthermore, the packaging design did not fully highlight product characteristics and variations in an appealing manner. These conditions align with Panjalu et al. (2024), who state that visual identity and digital media utilization are critical factors in enhancing MSME competitiveness and visibility.

Based on these identification results, the community service team developed distinct assistance plans for each partner. Assistance for the *dendeng* MSME focused on Local SEO optimization via Google Business Profile updates and digital promotional video production. Conversely, assistance for the *rengginang* MSME focused on strengthening visual branding through logo redesign and packaging enhancement. This tailored approach is expected to resolve each MSME's unique challenges more effectively than a standardized, uniform assistance program.

Table 1. Identification of Partner Problems

Partners	Results of Problem Identification	Forms of Assistance
Beef Jerky MSME	The business location on Google Maps is inaccurate, causing difficulties for customers and delivery services. There is no promotional video available for digital marketing purposes.	Optimization of Google Business Profile (Local SEO) and production of promotional videos.
Rengginang MSME	The packaging design lacks appeal, preventing the	Strengthening visual identity through the

product identity from being optimally established.	development of packaging designs and promotional materials.
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Figure 1. Observation and interview activities with MSME partners

Visual Branding Assistance for the Rengginang MSME

Visual branding was selected as a key assistance format provided to the *rengginang* (glutinous rice cracker) MSME based on problem identification results. The partner MSME previously maintained a business identity in the form of a logo; however, its visual presentation remained basic, and its application to the product was sub-optimal. Consequently, assistance focused on strengthening visual identity through the development of more attractive and informative packaging designs. According to Riqqoh (2023), a well-crafted visual identity plays a key role in enhancing product appeal while making it easier for consumers to recognize a brand (Riqqoh, 2023).

Addressing these conditions, the community service team conducted discussion sessions with the partner to explore product characteristics, product variations, and essential information to present to consumers. The insights gained served as the foundation for developing visual designs tailored specifically to *rengginang* product traits.

The design process involved formulating visual concepts, selecting color schemes, choosing appropriate typography, integrating product imagery, and refining information details regarding product variations.

The outcome of this assistance demonstrated that the *rengginang* MSME now possesses a stronger logo and visual identity compared to its previous state. The utilization of the refined logo as a business identity is expected to improve brand recognition, while the modernized packaging design enhances product appeal across direct and digital marketing channels. These results align with Panjalu et al. (2024), who assert that reinforcing visual identity constitutes a key strategy for elevating MSME competitiveness in digital marketing (Panjalu et al., 2024).



Figure 2. Visual branding assistance for the *rengginang* MSME

Local SEO Optimization for the *Dendeng* MSME

For the *dendeng* (beef jerky) MSME, the primary issue identified was sub-optimal business location visibility on digital platforms. Observation results showed that the business location pin on Google Maps did not correspond with the actual production site, causing frequent difficulties for both customers and delivery services in finding the business address. Additionally, "Dendeng Karya Mandiri" had not fully leveraged Google Business Profile as an information medium for prospective consumers.

As a solution, the community service team provided assistance through Google Business Profile updates, including adjusting location pin coordinates, updating address information, adding product photos, and refining the business profile details. This assistance was conducted directly alongside the MSME owner, ensuring the partner understands how to update business information independently if needed in the future.

The assistance outcomes show that the business location now accurately reflects the true production site, making it easier for customers and delivery services to locate the MSME. Beyond improving accessibility, optimizing the Google Business Profile serves as an initial step toward strengthening the MSME's digital presence and boosting its chances of appearing in location-based Google search results.



Figure 3. Google Business Profile optimization for the *dendeng* MSME

Creation of Digital Promotional Video

As part of efforts to expand marketing reach, the community service team also assisted the *dendeng* (beef jerky) MSME in producing a digital promotional video to be published on social media. The video was designed to showcase the production process, product appearance, and business location details, offering a more engaging visual overview for prospective consumers. The use of video media is considered effective because it conveys information visually while increasing user engagement across digital platforms.

The video creation process spanned concept drafting, on-site filming at the production location, video editing, and social media publication. The partner was also provided with guidance on utilizing video content for promotional purposes, ensuring its sustainable use after the completion of the community service program.

The activity results demonstrate that the MSME now possesses digital promotional media that can be leveraged to introduce its products to a broader audience. The availability of the promotional video is expected to boost product exposure while strengthening the MSME's overall digital marketing strategy. This finding aligns with Sirodjudin (2023), who explains that digital media utilization serves as an effective strategy for expanding MSME marketing reach.



Figure 4. The promotional video production process for the *dendeng* MSME

Outputs of the Community Service Activity

Based on the program implementation, the tangible outputs generated from this community service activity include:

- Visual Branding Assistance for the *Rengginang* MSME: The creation of a stronger business visual identity (logo) and a new packaging design that is more appealing, informative, and modern, tailored to the characteristics of *rengginang* products.
- Local SEO Optimization for the *Dendeng* MSME: The provision of accurate location coordinates on the Google Maps platform corresponding to the actual production site, along with updated information on the Google Business Profile.
- Digital Promotional Video Production for the *Dendeng* MSME: A digital marketing asset in the form of a promotional video highlighting the production process, product appearance, and business location, which can be published across various MSME social media channels.

Success Indicators of the Community Service Activity

The success indicators for this series of digital marketing assistance activities are measured through the following achievements:

- Branding Reinforcement (*Rengginang* MSME): Marked by the establishment of a product identity that is more unique, distinctive, and memorable to consumers through visual design and updated packaging. With a stronger visual identity, the partner's *rengginang* product is expected to gain higher market competitiveness, creating significant potential to become top-of-mind or the primary consumer choice for similar products, particularly in the Bandung Regency area.
- Visibility Enhancement (*Dendeng* MSME): Measured by the increased search volume for the business name on Google Maps following coordinate adjustments. Location accuracy directly facilitates precise access for both customers and delivery services to locate the production site. Additionally, updating information on the Google Business Profile contributes significantly to enhancing the business's digital presence in local search results.
- Effectiveness of Promotional Video Production: Demonstrated by the broader reach of product awareness among the public due to content publication across multiple social media platforms. Featuring the production process and product highlights visually, this digital asset is expected to drive increased exposure accompanied by high engagement from potential consumers, ultimately projecting a sustainable boost in MSME sales volume.

E. CONCLUSION

The Community Service activity conducted with the *dendeng* (beef jerky) and *rengginang* (glutinous rice cracker) MSMEs in Girimekar Village demonstrates that each partner faces distinct problems and assistance needs. The *dendeng* MSME encountered obstacles in business

location visibility on Google Maps as well as limitations in digital promotional media, whereas the *rengginang* MSME required reinforcement in visual identity and product packaging design.

The assistance provided was tailored to the problem characteristics of each partner. For the *dendeng* MSME, activities were carried out through Google Business Profile optimization as part of Local SEO and the production of a digital promotional video. Meanwhile, for the *rengginang* MSME, visual branding was strengthened through the development of packaging designs and product promotional materials. The activity outcomes yielded improved business location information and visibility, the availability of digital promotional media, and an enhanced visual appearance for the products.

Overall, the need-based assistance approach enables project execution to be more targeted because the solutions provided are tailored to the specific challenges faced by each MSME. Program sustainability can be achieved through the partners' independent utilization and management of the developed digital media and visual identities.

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