

DIGITALIZATION OF YM CHIPS MSME THROUGH BRANDING AND DIGITAL MARKETING MEDIA

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Abstract

Marketing digitalization is one of the efforts to help Micro, Small, and Medium Enterprises (MSMEs) expand their marketing reach and increase public awareness of their products. This community service activity was conducted at Keripik Singkong YM, located in Mekarwangi Village, Ibun District, Majalaya, Bandung Regency. The business previously relied on traditional word-of-mouth marketing, resulting in a relatively limited marketing reach. This activity aimed to improve the brand identity, location accessibility, and promotional media of the MSME through the utilization of digital technology. The methods used included interviews, observation, socialization, and mentoring. The activities were implemented through logo rebranding, registration of the MSME location on Goggle Maps, and the creation of a promotional banner. The results showed that Keripik YM obtained a new visual identity in the form of a redesigned logo, promotional media in the form of a banner, and a business location registered on Goggle Maps. In addition, the MSME owner gained an understanding of the importance of utilizing digital technology to support marketing activities. This digitalization activity can serve as an initial step for Keripik YM to expand product awareness and develop broader marketing activities.

Keywords: MSME Digitalization, Digital Marketing, Branding, Google Map,; Media For Promotion

A. INTRODUCTION

Community service activities are routine and mandatory endeavors carried out across various fields, providing real and beneficial impacts for the target communities (Sarumaha, M., 2022). Service within the educational sector is particularly engaging because its impact can be directly felt and received by the community (Sarumaha, M; Harefa, 2022). In education, university students are often referred to as "agents of change" capable of transforming their surrounding social environment for the better. Furthermore, holding the status of a university student differs significantly from that of primary or secondary school students due to the greater responsibility to contribute to society using the knowledge and skills acquired during higher education (Sarumaha, 2022). Community service activities implement community engagement initiatives (Harefa. D., 2021). Several forms of community service are commonly undertaken

by students, such as the Student Community Service Program (*Kuliah Kerja Nyata / KKN*), Village Assistance Programs, and Student Creativity Programs (PKM). Additionally, when conducting community service, students are required to design programs that address real issues occurring in the target area rather than relying solely on their own perceptions (Laia, B; Laia, R. D; Zai, E. P; Zagoto, I; Zega, U; Harefa, D; Ndruru, 2021).

This activity was organized by KKN Group 11 from Al-Ghifari University and took place in Mekarwangi Village, Ibun District, Majalaya, Bandung Regency, West Java Province. The targeted beneficiary was the owner of the MSME "Keripik Singkong YM" (YM Cassava Chips). The implemented activities included on-site observations, discussions, and the identification of business needs, particularly regarding branding, marketing, and digital technology utilization. The business location was registered on Google Maps to expand product awareness to a broader audience. To clarify the location and increase product recognition, a banner was also installed in front of the premises. Following the banner installation and Google Maps registration, mentoring was provided to set up an online shop to widen market reach, alongside a logo rebranding process which was positively received by the owner.

Micro, Small, and Medium Enterprises (MSMEs) serve as one of the key pillars of the national economy (Aprianti, 2017). MSMEs play a significant role in Indonesia by reducing unemployment, generating job opportunities, lowering poverty rates, and building character through entrepreneurship. However, not all MSMEs or business operators receive assistance tailored to their specific challenges, highlighting the need for ongoing guidance in both marketing and production aspects (Jatmiko, 2020). Providing assistance to home-based businesses so they can transition into formal MSMEs serves important objectives, such as granting business owners better opportunities to optimize business registration knowledge. Small businesses face numerous hurdles, including capital shortages, limited marketing, low financial management literacy, and insufficient entrepreneurial knowledge (Tanan & Dhamayanti, 2020). Consequently, many home-based business operators currently run their businesses as-is merely to meet daily necessities. Supporting the creative economy relies on various development and empowerment initiatives aimed at bolstering MSME capabilities so they can seize business opportunities and unlock their full potential (Setiawan, 2020).

Majalaya hosts a relatively large number of MSMEs spread across its districts, including Ibun District specifically in Mekarwangi Village. Amid numerous local coffee producers that have reached export markets, several home industries still struggle. One example is Keripik Singkong YM, which has experienced a gradual decline in sales due to low brand and product recognition.

Traditional marketing methods used by village MSMEs need to evolve toward more modern practices to boost sales and support local economic development. Limited marketing reach negatively impacts revenue and profitability. Utilizing technology-based marketing is a key strategy for increasing sales (Werdani, et al., 2020; Iriani, et al., 2020).

Leveraging digital marketing through social media can enhance revenue for Keripik Singkong YM. Digital marketing offers broader visibility, allowing the business to expand beyond the immediate village market and reach customers regardless of geographical distance.

B. LITERATURE REVIEW

Technology Acceptance Model (TAM)

The Technology Acceptance Model explains how individuals or business operators come to accept and adopt new digital innovations within their operational activities. Originating from information systems theory, it posits that an individual's decision to utilize a technological solution is driven by their perception of its overall usefulness and ease of use. In the context of traditional village enterprises, business owners often rely on word-of-mouth marketing and hesitate to adopt digital tools due to limited knowledge and fear of operational complexity. Through targeted mentoring, technical guidance, and direct assistance, these initial behavioral barriers can be mitigated, allowing owners to systematically embrace modern solutions. Consequently, implementing accessible digital applications such as registering business locations on Google Maps and adopting digital marketing tools enables micro-entrepreneurs to comfortably transit into broader market engagement. Indikator:

- Perceived Usefulness: The belief of MSME operators that utilizing digital tools (Google Maps and promotional media) can increase location accessibility, brand awareness, and sales volume.
- Perceived Ease of Use: The degree of ease felt by business operators in understanding and operating digital instruments without disrupting conventional production processes.
- Attitude Toward Using: The positive response and attitude of business operators toward implementing digitalization and product visual identity changes.
- Behavioral Intention to Use: The intention and commitment of MSME operators to continuously utilize digital tools in their ongoing marketing activities.
- Actual System Usage: The actual utilization of digital facilities in daily operational activities (such as installing identity banners, using new logos, and managing locations on Google Maps).

Resource-Based View (RBV) Theory

The Resource-Based View framework asserts that a firm achieves sustainable performance and competitive advantage by leveraging its internal assets and unique capabilities. Within small and medium enterprise operations, resources include both tangible assets used in production and intangible assets such as brand identity, market reputation, and digital presence. Conventional rural businesses frequently face declining sales when relying solely on traditional methods, making the development of valuable intangible assets crucial for revival. Strategic modifications including logo rebranding, physical banner installation, and digital mapping transform raw operational potential into distinct market capabilities. Ultimately, augmenting internal resources with structured digital marketing infrastructure empowers micro-enterprises to extend their promotional reach and capture growth opportunities beyond local boundaries. Indikator:

- Visual Identity Assets (Branding): The existence of a modern, redesigned logo and a business banner serving as an official product identifier.

- Information Accessibility Assets: Ownership of an officially verified online business location marker on digital platforms (Google Maps).
- Digital Marketing Capacity: The business's ability to utilize social media or online stores to expand promotional reach beyond the local area.
- Strategic Understanding of Business Operators: The mastery of knowledge and understanding among MSME operators regarding the function of digital technology in supporting economic self-reliance.
- Competitive Advantage: The ability of MSMEs to increase brand awareness, attract customers from outside the region, and raise product orders compared to conventional marketing methods.

C. RESEARCH METHODOLOGY

The approach method in the Student Community Service Program (*Kuliah Kerja Nyata / KKN*) for the MSME "Keripik Singkong YM" began with direct interviews and observations. This stage aimed to understand various obstacles within the traditional sales system that had previously been limited to the village scope. Once the challenges were identified, the activity continued with socialization regarding the importance of digital marketing to provide new insights for the MSME operator concerning the benefits of technology utilization and the significance of business location registration to gain broader public recognition.

Next, the implementation team carried out the rebranding phase, which included redesigning the logo and banner tailored to the identity and specific needs of the MSME partner. Additionally, the MSME location was created on Google Maps to enhance consumer awareness of the products being sold. This digital map registration step makes it easier for consumers from outside the village to locate the MSME directly while driving sales growth.

This entire sequence of approach activities was conducted in a participatory and continuous manner alongside the business owner. This approach was applied to ensure that every digital solution introduced functions effectively and remains aligned with the actual wishes and needs of the MSME operator of Keripik Singkong YM

D. RESULT AND DISCUSSION

The results of this initiative also demonstrate that the digitalization of MSMEs should be carried out in stages and tailored to specific business needs. For YM Chips, the initial needs identified were strengthening brand identity, improving location accessibility, and establishing promotional channels. Consequently, the project focused on these three aspects to ensure the solutions provided directly addressed the challenges faced by the business.

The digitalization process for YM Chips involved providing three specific tools that the business owner is expected to continue using in the long term. One of the issues identified was the limited scope of promotion, which relied solely on word-of-mouth rather than digital channels. To address this, we digitized the business's promotional efforts by redesigning the logo to boost brand awareness, registering the business on Google Maps to make it accessible

to consumers from outside the local village and city, and creating a banner to help consumers easily recognize the products being sold.

Logo Change



Figure 1.1 Transition from the old logo to the new logo

Addressing concerns among MSME owners that their logo was falling behind current design trends, we assisted them by creating a more modern logo that aligns with prevailing styles. The chosen font conveys a friendly and fun vibe in keeping with current trends, while the color white reflects a brand identity that evolved from selling cassava chips to expanding into banana chips, *sebring*, and other products. A leaf element was incorporated into the logo to represent the MSME's use of traditional production methods.

Registering MSMEs on Google Maps

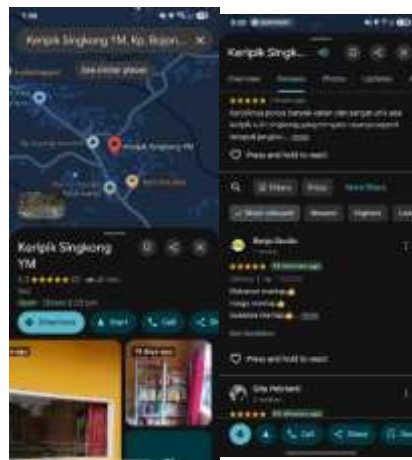


Figure 2. Registration of the MSME Location on Google Maps

The fact that the YM Chips MSME was not previously listed on Google Maps limited product promotion and consumer awareness of the products offered. Consequently, the MSME's location was registered on Google Maps to boost consumer awareness and make it easier for customers from outside the village or city to visit the business in person and purchase products. Within one week of the registration, signs of increased sales emerged, evidenced by consumer reviews and ratings. This also provided an opportunity for the MSME to grow further by incorporating consumer feedback and suggestions. Furthermore, it is hoped that the MSME's products will gain wider recognition in the future as the number of consumer ratings and reviews increases..

Banner creation



Figure 3. Creation of an MSME banner.

To further enhance brand and consumer awareness, we recognized that the YM Chips MSME lacked signage that would alert consumers to the products sold at the business premises. Creating a banner helps boost brand and consumer awareness regarding the products offered and the available flavor variants.

Overall, the digitalization initiative brought about changes in the marketing and identity aspects of the YM Chips MSME. Prior to the initiative, business promotion relied on word-of-mouth, resulting in relatively limited marketing reach. This issue was compounded by a weak visual identity and the absence of online information regarding the business location. These initial conditions served as the impetus for the digitalization and branding enhancement activities.

Following the initiative, the MSME now possesses a new visual identity (a logo), promotional materials (a banner), and a business location registered on Google Maps. These three elements work synergistically to strengthen the MSME's presence in both offline and online spheres.

The new logo helps establish brand identity, the banner serves as a visual communication tool within the local area, and Google Maps improves the accessibility of information regarding the MSME's location. Together, these elements provide a foundation for the business owner to develop broader marketing strategies in the future.

Another emerging impact is the business owner's growing understanding of the importance of utilizing digital technology. Digitalization is understood not merely as using social media or creating digital accounts, but also as a process of building a business identity, providing easily accessible information, and leveraging technology to support marketing activities.

This aligns with the objectives of the community service initiative: to facilitate a comprehensive digitalization of the YM Chips MSME, thereby increasing order volumes and fostering economic self-reliance within the Mekarwangi Village community.

E. CONCLUSION

Based on the results of the Community Service Program (KKN) and the preceding discussion, it can be concluded that the digitalization of marketing for the "YM Cassava Chips" MSME has led to increased sales and heightened brand awareness, making the product more widely recognized by the public. Furthermore, the business owners have gained an understanding of digital marketing methods and the importance of promoting products in the digital era to reach a broader market.

Thus, the KKN program demonstrates that technological transformation in micro-scale enterprises is most effective when implemented in a gradual and comprehensive manner. By integrating a strengthened visual identity, utilizing local communication channels, and optimizing the business's online local search presence, "YM Cassava Chips" now possesses a far more targeted promotional foundation. With the business owner's holistic understanding of these digital tools, it is hoped that the initiative will go beyond mere app usage and serve as a robust foundation for fostering economic self-reliance in the Mekarwangi Village area..

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