

BRANDING DESIGN FOR LOCAL CULINARY PRODUCTS, TAMBELANG DISTRICT

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ABSTRACT

The community's economy has experienced a major shock due to the prolonged Covid pandemic. Many industries and trade are disrupted due to limited interaction between people. As experienced by partners in this community service program, namely local culinary traders who sell in Tambelang District, Bekasi. A brief analysis shows that partners can leverage branding-related knowledge to improve their business outcomes. The fried bird traders are aware that to enter the business competition, it is necessary to carry out business processes digitally. The methods used in this activity are the process of growing the knowledge and awareness of culinary merchants, technology transfer process, the process of building the motivation of culinary merchants. The branding knowledge in question is in terms of packaging, promotional techniques, product name selection, product marketing skills using social media, etc. Fried bird traders are aware of the strategic importance of digital marketing of their trading business. One of the stages in digital marketing is to design a business branding that is easy for customers to remember. The results of this activity show that the fried bird traders are well aware that their business is limited to the consumer market that comes to the Tambelang region. They want to also expand the market to the Jakarta, Bogor, Bandung areas using digital marketing methods. They are enthusiastic about learning and preparing technically various purposes for the digitization of the fried bird trading business. They also want to find a branding that appeals to their business.

Keywords: branding design, digital marketing, local culinary, fried birds

1. BACKGROUND

Tambelang District consists of 7 (seven) villages/ villages, namely Sukabakti, Sukamaju, Sukamantri, Sukarahayu, Sukaraja, Sukarapih, Sukawijaya, Tambelang District has an area of about 37.91 Km², and is directly adjacent to Sukawangi District in the north, Sukakarya District in the eastern part, Sukatani District in the southern part, Cibitung District and North Tambun in the west. The map of tambelang subdistrict can be seen in Figure 1.



Figure 1. Map of Tambelang Subdistrict

Tambelang Subdistrict is 68.1 km from Jakarta. For more details of the distance to the location, see in Figure 2.

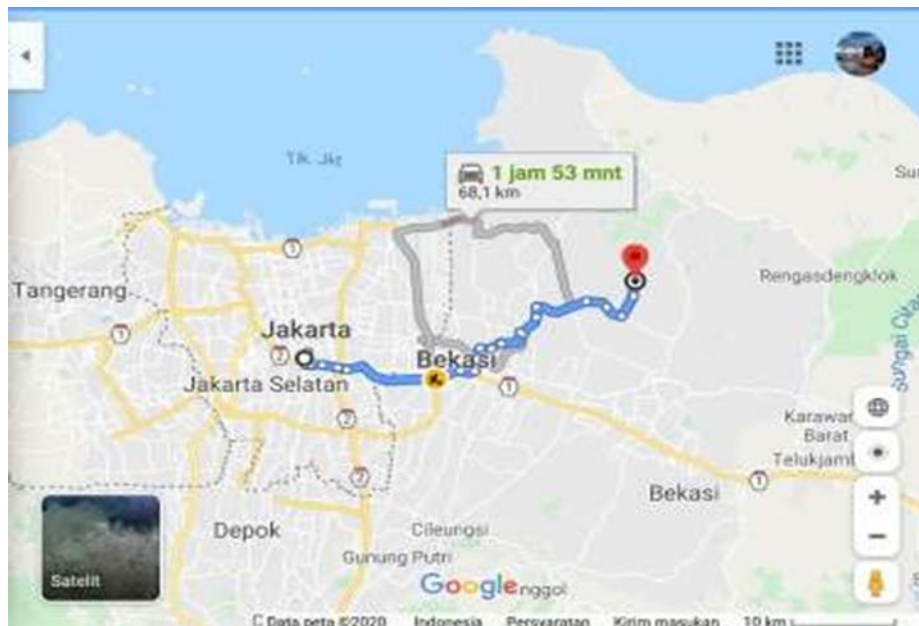


Figure 2. Location Distance of Tambelang District

The people of Tambelang Subdistrict, especially in Sukarapih Village, mostly earn as wholesalers and retailers. The people of Sukarapih Village opened a food stall and restaurant business. In Sukarapih Village, there are many fried native chicken restaurants which are typical of the area. The current challenge is how local culinary products are known in the wider community outside the Tambelang community. In the global competition now it is necessary to design a strong branding to be known in the broad market.

Community service activity partners are culinary traders in Sukarapi Village, Tambelang District, Tambelang Regency. The village consists of 9 RTs with an area of about 37.91 Km². The number of households is 11,487 families with a total of 19,212 men and 19,249 women. Sukarapi village is adjacent to Tambun which is a very developed residential area. Sukarapi Village is a village with a dominant area in the form of rice fields and community self-help houses. This village is one of the areas that cannot be converted from agricultural areas (rice fields) to other areas. The education of its citizens is mostly junior high school / senior high school and lower middle socioeconomic level. The active Sukarapi Village PKK group is mostly housewives who only depend on income from the head of the family who works as a farmer and laborer so that this condition sometimes makes conditions uncomfortable if there are large and urgent financial needs and also with an increase in the price of household goods. This condition needs to be anticipated with an understanding of the concept of entrepreneurship for this group. In general, partners do not understand the relevant techniques in promoting their products. As a result, product users are unable to recognize the *brand* of the product marketed by the partner.

This is the problem in this community service program. The proposer of the program will strive for partners to have knowledge and subsequent skills in *branding* and marketing concepts, with the ultimate goal of partners becoming skilled and their products can be more marketable. SME's is changing production operations by reducing the amount of production and at the same time innovating to increase competitiveness (Santoso, 2020). Digital technology today has a lot of positive influences on economy through increased productivity, the creation of product innovation and wide opportunities in creating new business units (Nugraha & Murniawaty, 2018). Knowledge of brand and ability to implement would be a solution in marketing the product (Firmansyah, 2019).

2. METHOD

The problem of local culinary merchant partners in Tambelang, Bekasi Regency to improve their ability to maintain economic stability can be done by using the transfer of mentoring technology regarding branding a product to enter market competition. Many entrepreneurs are dependent on the internet, including the activities of Micro, Small and Medium Enterprises (SMEs) in utilizing information technology to run their businesses (Febriyantoro & Arisandi, 2018). Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out (Nisa & Tamzil, 2021).

In detail the solutions that can be done are:

- a. Transferring information on the importance of making a product *branding* so that it is recognized in the market.
- b. Conducting technology transfer and assistance in making local culinary digital marketing media in Tambelang, Bekasi Regency.
- c. Conducting technology transfer and assistance for partners in the use of product *branding* through digital media.

Based on the problems previously described and the agreement between the proposing team and partners, the solutions offered to overcome existing problems can be done with the following approach method:

- a. The process of growing the knowledge and awareness of culinary merchants

This process is carried out by providing information that is easily digested by culinary merchants about the dangers of branding. The technique carried out is by socialization that utilizes digital media and props.

- b. Technology transfer process

Technology transfer is carried out by tutorial methods and practices for making digital branding media.

- c. The process of building the motivation of culinary merchants.

This process is intended so that culinary traders who will be empowered have a desire to start a business through branding the potential of local culinary traded. The existence of active participation will have an impact on improving their welfare.

To support the realization of the methods offered, it can be detailed the work procedure of the Local Culinary Product Branding Design activity, as follows:

- a. Carry out socialization of the need for product branding.
- b. Carrying out training activities builds the motivation of culinary traders to be activity in increasing business.
- c. Carry out training / assistance in technology packages for the manufacture of various digital marketing products.

3. RESULTS AND DISCUSSION

Community service activities are more through an interpersonal communication approach to traders. In socializing marketing and branding, this took place in December 2021 – February 2022, which was attended by culinary traders made from birds. This activity begins with digging for information from local villages, then providing direction on the importance of marketing and *branding*.

This service activity is also carried out face-to-face and provides material in the form of socialization and understanding of the importance of marketing and *branding* a product. The results of marketing or sales activities that have been carried out by the local community are more with direct meeting communication between sellers and consumers, while online is not much active in the marketing efforts carried out by them. The results of the analysis in the field found a lack of awareness of SME's business actors, which they could actually be better able to develop their business with the capital and potential they had. Digital transformation is a change caused by technology at many levels in an organization that includes the exploitation of digital technologies to improve existing processes, and the exploration of digital innovations, which have the potential to change business models (Putri et al., 2021).

Products made from birds have a unique value in a sense that is not commonly owned by many blood in culinary variations, but if the uniqueness is not improved by variations, presentations, and services that suit the needs of consumers, then it cannot be improved optimally. In addition, increasingly competitive competition provides conditions for always trying to provide according to what the market wants. Producing the nice banner is one of the solutions for the trader. As Firmansyah (2019) mentioned, it is one out of the best technical communications technique to attract the market, as also to enhance the brand of the product (Maulana & Prasetia, 2015).

The interpersonal communication approach was used in this service activity, to motivate the traders. It was needed since too easy for the traders to give up. They should be encouraged psychologically to rise their own potential ability to improve their business. DeVito (2016) found that interpersonal communication approach is a solution to change people. This service activity reminds the traders to improve their brand which would be nothing unless they create their own good motivation and attitude in their life. It is about change. This service activity could make it that way by remembering Ivancevich, & Matteson. (1999) alternatives to change people, which one of them is: managing change by the good argumentation.



Figure 3. Presentation by Team Leader



Figure 4. Explanation of activity plans by team members



Figure 5. Depth interview with stakeholder



Figure 6. Participants of Community Service Program

The stages of designing branding are determining the target audience, determining the focus and characteristics of the brand, determining the brand name, determining the brand slogan, determining the appearance or style of the brand, designing the brand logo. The way to create a brand identity is to do market research, choose a logo that is easy to remember, pay attention to color combinations and typography, look for brand names that have value, are not fixated on competitors, focus on growing businesses.

Fried bird culinary vendors are well aware of the importance of branding for their business. They will start designing their business branding gradually in line with the post-Covid pandemic economic recovery. They will consolidate all the business processes of their venture from the supply of raw materials, to marketing. In the marketing phase, they want to optimize digital marketing by using existing technological developments. They will start by determining the target audience to designing an attractive brand logo. All stages of brand design will be carried out in conjunction with the post-Covid economic recovery.

4. CONCLUSIONS

The fried bird traders are well aware that their business is limited to the consumer market that comes to the Tambelang region. They want to also expand the market to the Jakarta, Bogor, Bandung areas using digital marketing methods. They are enthusiastic about learning and preparing technically various purposes for the digitization of the fried bird trading business. They also want to find a branding that appeals to their business.

The fried bird culinary vendors are well aware of the importance of branding for their business. The way to create a brand identity is to do market research, choose a logo that is easy to remember, pay attention to color combinations and typography, look for brand names that have value, are not fixated on competitors, focus on growing businesses,

In addition to the group communication approach, interpersonal communication is important in this community, considering that there are several characteristics of the participants who are unique in responding to a person or group that they just know.

ACKNOWLEDGEMENTS

We want to thank the Head of Tambelang District Government, who has allowed the implementation of community service activities (PKM) to run, and to the teachers who accompanied when the training was carried out. On this occasion, we also express our deepest gratitude to the Institute of Community Service Research (LPPM) Sahid University for the grants given to this PKM.

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