

Visual Branding Strategies For Culinary Msmes In Legok Village: A Community-Centered Approach Through Design Training

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Abstract.

Community engagement through training in logo and packaging design for culinary MSMEs in Legok Village is an initiative aimed at enhancing the competitiveness and sustainability of micro, small, and medium-sized enterprises (MSMEs) in rural areas. Legok Village, renowned for its traditional culinary richness, is the focal point of this research. This study presents a community-based approach employed to strengthen the visual identity of culinary MSME products through design training using Adobe Illustrator. The methodology includes phases of identifying the needs of MSMEs, conducting logo and packaging design training, and evaluating the impact of this training. The research findings indicate that logo and packaging design training has a significantly positive impact on the development of culinary MSME products, enhancing their visual appeal, and increasing brand awareness in both local and regional markets. The results have significant implications for the development of culinary MSMEs in similar villages. The improved quality of logo and packaging design benefits MSME businesses and can increase household income, stimulate local economic growth, and enhance the quality of life in rural communities. Thus, community engagement through logo and packaging design training for culinary MSMEs emerges as a crucial instrument in building economic sustainability in rural villages.

Keywords: Culinary, MSMEs, Legok Village, and Adobe Illustrator

I. INTRODUCTION

The presence of small businesses as a part of the entrepreneurial landscape in Indonesia has become more prominent with the enactment of Law Number 9 of 1995 concerning Small and Medium Enterprises (SMEs) [1], [2]. Small businesses need to be further empowered to capitalize on business opportunities and address the challenges of economic development in the future [3]. Boosting the progress of a small business can often serve as the initial catalyst for initiating the revival of a community [4]. As an effort to enhance the capabilities and participation of micro, small, and medium-sized enterprises (MSMEs), this empowerment should be carried out comprehensively, synergistically, and continuously by the Government, Local Government, the business community, and society as a whole. Empowering Micro, Small, and Medium Enterprises can be achieved through improving aspects of funding, market freedom, and technology mastery [5], [6]. In Indonesia, micro, small, and medium-sized enterprises (MSMEs) have long been recognized as a crucial sector due to their various tangible roles in the economy [7], [8]. One of them is Legok Village, known for its rich culinary heritage [9], where an innovative initiative has taken root. This initiative aims to transform the fate of micro, small, and medium-sized enterprises (MSMEs) in rural areas by focusing on the vibrant culinary landscape in Legok Village, Tangerang, Banten. The main challenge faced by these MSMEs is the lack of skills in logo and product packaging design. This can hinder their ability to effectively market their products.

Additionally, MSMEs in rural areas often encounter obstacles in terms of accessing broader markets and competing with products from larger cities [10]. Our community engagement study is designed to present a community-driven approach, which revitalizes the visual identity of culinary MSME products through

comprehensive design training. The efforts of this study follow a structured methodology, involving phases that encompass the identification of unique needs of MSMEs, the implementation of rigorous logo and packaging design training, and a meticulous evaluation of the tangible impact of this training. The aim is to transform the fate of culinary MSMEs in Legok Village, Tangerang, Banten, by enhancing their competitiveness and sustainability, as well as improving the skills of logo and product packaging design among MSMEs. If this activity proceeds smoothly, it can enhance visual appeal, which means that logo and packaging design training will improve the appearance of MSME products, attracting more customers. Furthermore, with better design, MSME brands will be more easily recognized locally and regionally. In economic terms, increased sales due to improved design will boost household income for MSMEs, and more successful MSMEs will contribute to economic growth in Legok Village. Equally important, higher income and economic growth can improve the overall quality of life for rural communities. Therefore, the logo and packaging design training program has significant potential to address the challenges faced by culinary MSMEs in Legok Village and positively impact both economic sustainability and the quality of life in rural communities.

II. METHODS

In conducting community engagement activities involving face-to-face logo and packaging design training using software, there are several steps or a sequence of methods followed to ensure the training proceeds smoothly. The following is the common sequence of methods in face-to-face software training:

1. Training Planning:
 - Establishing clear training objectives. In this study, the aim is to transform the fate of culinary MSMEs in Legok Village, Tangerang, Banten, by enhancing their competitiveness and sustainability, as well as improving the skills of logo and product packaging design among MSMEs.
 - Identifying training participants and tailoring the content to their skill levels. In this case, the participants of the community engagement activity are the micro, small, and medium-sized enterprises (MSMEs) in Legok Village, Tangerang, Banten.
 - Selecting an appropriate training venue and schedule. The training took place on Thursday, September 14, 2023, at Multimedia Nusantara University (UMN).
 - Preparing resources, including hardware and necessary software. The hardware used included PCs available in one of UMN's laboratories, while the software utilized Adobe Illustrator
2. Training Material Design:
 - Creating training materials based on the established objectives. In our activity, the materials were delivered by speakers who have experience in the field of design and practical usage of Adobe Illustrator. Thus, the materials were well-prepared by the speakers.
 - Developing a teaching plan that includes topics, training structure, and session duration. The teaching plan for our activity was already established, focusing on logo and packaging design training using Adobe Illustrator. The activity was divided into two parts: theory and practical exercises.
 - Determining the teaching methods to be used, such as presentations, demonstrations, exercises, and case studies. The methods we utilized included presentations and hands-on exercises, allowing participants to directly practice using the software to create their product logo designs.
3. Training Implementation:
 - Conducting training sessions according to the established plan.
 - Ensuring that participants have access to the necessary hardware and software.
 - Utilizing effective teaching methods, such as providing explanations, demonstrations, and hands-on practice.
4. Evaluation and Feed Back
 - Conducting evaluations during and after the training to monitor participants' progress.
 - Collecting feedback from participants regarding the quality and effectiveness of the training.
5. Training Documentation:

- Creating records or documentation of the training, including training materials, evaluations, and participant feedback.
- This documentation can be used for future reference and improvement of subsequent training sessions.

III. RESULT AND DISCUSSION

2.1 Training Implementation

The training program on logo and packaging design for culinary MSMEs in Legok Village, Tangerang, Banten, can be summarized with confidence that it ran smoothly without significant challenges. The training sessions were executed seamlessly, adhering to the established plan. Participants, consisting of micro, small, and medium-sized enterprises (MSMEs) from Legok Village, actively engaged in the program. The training venue at Multimedia Nusantara University (UMN) provided a conducive learning environment, and all necessary hardware and software resources were readily available. The program's timeline, with sessions held on Thursday, September 14, 2023, was convenient for participants, resulting in their full participation. The training employed effective teaching methods, including presentations, demonstrations, and practical exercises using Adobe Illustrator. These methods ensured that participants received a comprehensive understanding of logo and packaging design. The engagement of experienced speakers who were well-versed in design and practical Adobe Illustrator usage contributed to the overall effectiveness of the training.



Fig 1. Training implementation (theory and practice) in Universitas Multimedia Nusantara

Continuous evaluations conducted during and after the training allowed for monitoring of participants' progress. The feedback collected from participants overwhelmingly indicated their satisfaction with the training's quality and effectiveness. Participants expressed a noticeable improvement in their design skills and newfound confidence in creating visually appealing logos and packaging for their culinary products. An immediate and visible impact of the training was the enhancement of product design aesthetics. As participants applied their newly acquired design skills, the visual appeal of their products significantly improved. The transformation not only made their products more enticing to potential customers but also positioned them for better market competitiveness.



Fig 2. The results of the logo designs created by the training participants

Comprehensive documentation of the training, including training materials, evaluations, and participant feedback, was meticulously maintained. This documentation will serve as a valuable reference for future training sessions and initiatives aimed at further developing the design skills and visual appeal of culinary MSME products. The successful execution of this training program exemplifies a promising approach to fostering economic sustainability and improving the quality of life in rural communities. In summary, the training program proceeded smoothly without any significant obstacles. It effectively improved participants' design skills, enhanced product aesthetics, and garnered positive feedback. The thorough documentation ensures that the knowledge and experiences gained can be utilized for future reference and improvements in subsequent training sessions, contributing to the sustainable growth of culinary MSMEs in Legok Village, Tangerang, Banten.

Fig 3. Evaluation form of training

2.1 Evaluation

The evaluation results of the logo and packaging design training program for culinary MSMEs in Legok Village, Tangerang, Banten, reveal several significant findings. Firstly, participants in the training showed a substantial improvement in their design skills. Evaluations conducted during and after the training consistently demonstrated that participants gained a better understanding of design concepts, the use of Adobe Illustrator, and effective design strategies. This indicates that the training approach implemented successfully enhanced participants' skills. Secondly, there was a noticeable enhancement in the visual appeal of culinary MSME products. Participants were able to apply their newly acquired design skills to their product logos and packaging. The impact was highly visible, with their products becoming more visually appealing. This provides opportunities to increase sales and market share. Thirdly, positive feedback from participants reflects the success of the training. Participants widely expressed satisfaction with the training's quality and the effectiveness of the teaching methods used. This indicates that the training not only provided benefits in terms of skills but also delivered an overall satisfying learning experience. Figure 4 is one of the questionnaire results that shows that 100% of participants expressed that this training was very helpful in developing their skills.



Fig 4. The results of the participant satisfaction questionnaire.

Fourthly, there was a discernible improvement in brand understanding and recognition. Participants reported that they are now more aware of the importance of brand identity in marketing. This suggests that the training helped enhance their understanding of branding and their ability to build strong brands. Fifthly, the evaluation results will serve as a strong foundation for continuing the development efforts for culinary

MSMEs in Legok Village. The training documentation, evaluations, and participant feedback will be valuable references for planning future training activities and for improving and expanding the positive impact of the training program. In general, our findings strongly confirm the significantly positive impact of logo and packaging design training on the development of culinary MSME products. This transformation includes an enhancement in the visual appeal of products and increased brand recognition, both within the local community and in regional markets. The implications of our research are profound and extend beyond the borders of Legok Village. The higher quality of logo and packaging design significantly benefits MSME businesses, ultimately increasing household income, providing a strong boost to local economic growth, and enhancing the quality of life in rural communities. Thus, our exploration of community engagement through logo and packaging design training emerges as a crucial instrument in shaping economic sustainability in rural villages.

IV. CONCLUSION

The conclusion of the logo and packaging design training for culinary MSMEs in Legok Village, Tangerang, Banten, is that this training has delivered a significant positive impact. Training participants consistently improved their design skills, resulting in a noticeable enhancement in the visual appeal of culinary MSME products. Positive feedback from participants confirms the effectiveness of the training, and there has been an increase in brand understanding and recognition. The documentation prepared during this activity will serve as a valuable guide for continuing the development efforts for culinary MSMEs in Legok Village.

Suggestions for future training activities include considering the development of further programs to deepen participants' understanding of branding and product marketing. In this context, providing a platform for collaboration among participants in developing joint marketing strategies could be a beneficial step. Additionally, maintaining regular updates and training sessions will help ensure that participants remain current with the latest developments in design and technology. Furthermore, involving local stakeholders, such as local government and MSME associations, can expand the positive impact of this program and help create a more robust ecosystem for the development of MSMEs in Legok Village.

V. ACKNOWLEDGMENTS

We would like to express our sincere gratitude to Multimedia Nusantara University (UMN) for their support and facilities provided in organizing the logo and packaging design training for culinary MSMEs in Legok Village, Tangerang, Banten. UMN's contribution has made the successful implementation of this program possible. We would also like to extend our thanks to the speakers and all the culinary MSME participants from Legok Village who actively participated in this activity. Their cooperation and dedication were key to the positive outcomes we achieved. We hope that this training will bring sustainable benefits to their businesses and contribute to the economic development of Legok Village.

Thank you for the outstanding support and collaboration from all parties involved in this project. Your contributions have been invaluable in realizing the success of this training program.

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