# Digital Marketing: Optimization of Uniwara Pasuruan Students to Encourage UMKM "Jamu Kebonagung" Through *Branding Strategy*

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## *ARTICLE INFO*

## ABSTRACT

Pasuruan is a city in the eastern part of Java Island, famous for its traditional drink brand, "Jamu Kebonagung." Spices' distinctive taste and benefits as the main ingredient make this drink very popular. Economic demands make people try their luck in participating in market competition by making and marketing other products to survive during economic pressures. One of the oldest UMKM in Pasuruan does something different: one of the many micro and small businesses that can support the economy of small communities and remain loyal and continue to manage and produce while maintaining taste. There are obstacles in marketing these products, especially in the current era of digitalization. As a result, UMKM needs help in running their businesses. Uniwara students in this KKN activity provided solutions by providing community service and training regarding product branding in digital marketing.

## 1. Introduction

Indonesia is a rich country with a variety of biodiversity, so the Dutch colonialists colonized Indonesia 400 years ago because Indonesia had wealth from its natural products in the form of spices (Pratama et al., 2021; Sugiharto, 2020). The diversity of spices made our country's ancestors use spices for various purposes, from being used for medicine, food, warming the body, and so on (Mislikhah, 2021). Hence, spices were very important for the needs of our ancestors.

Jamu Kebonagung is a typical Pasuruan drink that is rich in spices. This drink is made from various spices, such as pepper, cinnamon, cardamom, mace, cloves, chilli, lemongrass, and jaggery. This drink is not only refreshing but also nutritious. Kebonagung herbal medicine treats cough with phlegm and sore throats, lowers cholesterol, overcomes flatulence, and maintains physical strength. Jamu Kebonagung is a homemade product. This medicinal plant is called Jamu Kebonagung because it was initially only sold at the Kebonagung market in Pasuruan. Currently available in various herbal medicine and traditional drink shops. Jamu Kebonagung is a typical drink from Pasuruan, East Java. Made from spices such as pepper, cinnamon, cardamom, mace, cloves, chilli, lemongrass and palm sugar.

It tastes fresh and effectively treats coughs with phlegm sore throats, reduces flatulence cholesterol, and maintains body fitness. Jamu Kebonagung is available in various herbal medicine and traditional drink shops in Pasuruan. The herbal medicine is Jamu Kebonagung because this fresh, healthy drink was initially only sold at the Kebonagung Market, Pasuruan City. In the past, Pasuruan residents called it herbal medicine belik (spring water). Because in ancient times, this typical Pasuruan herbal medicine used water that came out of the belik. However, now, it is more famous as a medicinal plant in Kebonagung Pasuruan.

Initially, Kebonagung herbal medicine was sold to be drunk immediately and only lasted one day. For long-term use, one of the residents produces Kebonagung herbal medicine in syrup form that lasts one year. Demand for Kebonagung Jamu Syrup is very high. He admitted that he had not been able to meet market needs. I am looking forward to capital support to increase production quantity and improve the quality of this typical Pasuruan drink. On average, the Kebonagung herbal medicine factory can produce up to 2,000 bottles of 620ml herbal medicine every month. Orders for Kebonagung herbal syrup reach their peak during the school holiday season. However, things were different as time progressed for Salsa Jaya UMKMs led by Mrs. Zulaikha. Due to the production of the "Jamu Kebonagung" drink, which has been involved in this business since 1989, it is said that the production demand for this drink is no longer as much as before. The skyrocketing demand from people in the market has made other people compete to make and try to market it.

This fact is supported by competition, and more and more people are starting to produce this ancestral drink. Economic pressures make people take up business ideas where the business is easy to do and only requires a little capital (Rizqi et al., 2023; Widodo et al., 2023). Another obstacle currently being felt is Marketing (Jannah et al., 2023; Manasikana et al., 2023). How to market this product to the wider community, especially in the current era of digitalization. As a result, UMKMs need help in running their businesses (Darmayanti et al., 2022; Sah et al., 2022).

The problem that UMKMs currently encounter is that in this era of digitalization, digital technology is also a problem when marketing products due to competition and reaching increasingly complex and complex markets (Riono et al., 2023; Safitri et al., 2023; Wulandari et al., 2022). Among them is the need for branding capabilities in introducing products to consumers. Most UMKM business people still focus on trading and forget about branding (Hanik, 2021; Yuliachtri et al., 2020). This can be caused by ignorance or the closed nature of business people regarding new ideas and being quickly satisfied(Rohm, 2019; Suharsono, 2015; Trianti et al., 2021). Apart from that, UMKM players still need to understand the benefits of branding (Malesev, 2021; Tariq, 2022), have more knowledge about branding, and have a positive entrepreneurial character. What is no less important is that they have yet to receive training or assistance regarding technical branding strategies for UMKM players (Diez-Martin, 2019; Wong, 2022). In marketing communications, one of the functions of branding is instilling a positive image in the minds of consumers. Hence, it needs to be understood by UMKM players because product branding is one of the important points so that the public or consumers will always remember UMKM products for a long time.

Based on the situation analysis, several problems faced by business actors can be identified: 1. There still needs to be a better understanding of branding as part of a product marketing strategy. 2. There is a need to increase the ability and knowledge of business actors in marketing. 3. Lack of socialization and assistance regarding product branding in communication and marketing to the public related to UMKM business activities.

Based on the problems that have been mentioned, the UMKM Product Branding Training program along with Digital Branding (Online Marketing) was implemented by PGRI Wiranegara Pasuruan University KKN Students, which took the form of creating logo designs with new, more attractive colour designs, simpler packaging, and online marketing on social media (Dolega, 2021; Sharma, 2020). Media and e-commerce for Salsa Jaya UMKM Players. UMKM products, especially Jammu Bonagung Ibu Julaikha, can be highly competitive and survive in the long term through a new logo design with an identity and visual difference.

## 2. Method

Digital marketing and product branding development program activities carried out by the PGRI Wiranegara University KKN group from July to August 2023 were carried out at the home of UMKMs in Kebonagung sub-district, Pasuruan. This activity was carried out by three male and female participants and one accompanying lecturer from PGRI Wiranegara University, Pasuruan. In carrying out this activity, several methods are used (Heinze, 2020; Petit, 2019). The method used in this service activity is divided into several stages, as shown in Figure 1.
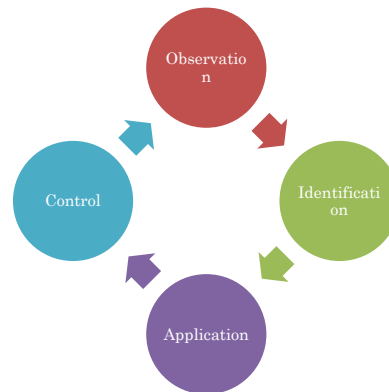


Figure 1. Stages of digital marketing by Uniwara students (Troise, 2021)

Figure 1 shows the stages used in this service activity. First, observation. This activity is used to observe and interview the condition and shape of the product. Second, identify the problem. Problem identification is needed to discover the problems that are obstacles to product development so that the appropriate solution is provided later. Applying the branding concept through digital marketing for UMKMs and controlling activities through socialization.

## 3. Results and Discussion

### 3.1. Results

PGRI Wiranegara Pasuruan University students' KKN activities use experimental methods with digital marketing with branding concepts (Kapoor, 2021). Service activities are carried out from July to August. This activity is carried out in several stages, namely:

### a. Observation

At this stage, KKN students conduct surveys and interviews regarding the condition and form of each UMKM's products. The purpose of this observation is to dig up information about UMKM products so that we can plan the necessary strategies for

existing problems. The problem experienced by UMKM players is that marketing media could be more optimal. Likewise, UMKMs in the Kebonagung sub-district, Pasuruan, need help with product marketing. Survey and observation activities were carried out by KKN students at Mrs. Zulaikha's house accompanied by one of the lecturers who looks like in Figure 2.



Figure 2. Survey and Interview Activities

Based on the results of the survey in the field and accompanied by interviews with sub-district officials and the local community, it can be concluded that these problems are presented in Table 1.

**Table 1.** Survey and Interview Results for UMKMs in Kebonagung Village

| No | Problem | Information |
|----|---------|-------------|
| 1 | Less Marketing | UMKMs in the Kebonagung Subdistrict still need to learn about marketing because the business activities are side businesses, not the main ones. |
| 2 | Understanding *e-commerce* | The lack of UMKMs to understand the existence of e-commerce, UMKMs in the Kebonagung Subdistrict prioritize direct purchase orders so that the resulting market is less widespread and makes the products produced by these UMKMs less developed. |
| 3 | Variation | There have been no new variations since 1989 because the colour logo is not strong enough to attract consumer interest and packaging. Some UMKM products in the Kebonagung Subdistrict still need a logo. They are only limited to products packaged in certain packaging without using a product identity. This can be seen from the packaging of Jamu, which is packaged in large bottles and placed in a cardboard bag. This is because marketing is only limited to a small scope. Marketing like this will burden some parties who want to consume herbal medicine even if they want to "taste it." Consumers are forced to buy herbal medicine in large packages. Of course, this is also a problem. The herbal medicine packaging looks like in Figure 3. |

### b. *Identification of problems*

Next is the problem identification stage, where KKN students evaluate the problem and then provide a solution to the problem. Based on these observations, the UMKMs in the Kebonagung Subdistrict need to implement marketing optimally and optimally. This is based on regional-scale marketing with an unattractive identity, so the market is



Figure 3. Large Packaged Products with glass bottles

limited. The bottle material is also not environmentally friendly because it is made of glass. Packaging like this is very dangerous if handled by children. Marketing is still small in scope or is done only offline. The herbal medicine packaging can be seen in Figure 3.

Therefore, marketing assistance is carried out by utilizing digital media and creating attractive product designs and packaging to increase consumer interest, expand the sales market, and increase UMKM players' knowledge that digital media is very important in marketing products. Moreover, by providing new environmentally friendly packaging, namely plastic bottle packaging. Furthermore, after evaluating the results of observations that have been made, I have prepared a solution design for product development and market expansion at the product application stage.

## c. *Application*

In this third stage, KKN students have focused on product branding programs for marketing and digital marketing for UMKMs by carrying out outreach and training directly to the homes of UMKMs, as in Figure 4.



Figure 4. Direct socialization and training

To improve the branding of UMKM products in the Kebonagung sub-district, KKN is making several efforts that can be implemented according to the needs of each UMKM. Starting from creating packaging designs, registering e-commerce accounts, creating social media accounts, and packaging innovation. Also, taking product photos for all assisted UMKMs in updating the product catalogue to be more attractive to consumers. All these efforts are carried out in stages for each UMKM, from the observation stage in July to the control stage in August. Through the community service scheme, namely entrepreneurship and the creative economy, the solution to the problems faced by UMKMs, namely the development of digital marketing, is carried out by branding UMKM products through the following work programs.

### 1) *Creating a new appearance design for the product*

Making UMKM packaging and product logos is needed as a brand identity for UMKM businesses to become better known. The logo design of UMKMs and UMKM products is adjusted to the product's or UMKM's existence. The logo design must be able to highlight the identity of the product or business. The product logo must also contain attractiveness in appearance, colour, and product characteristics to attract potential consumers. The UMKM logo is a means of communication between entrepreneurs and consumers, so creating a logo design should not be done carelessly. Logo design for UMKMs must consider using appropriate symbols and colours to symbolize the UMKM or product. The main logo, namely the name of the UMKM, is still there, but just adding some appropriate product designs can give a branding impression that can attract consumers and make

them believe in buying the product. In terms of creating display designs, KKN students have created designs for several UMKMs, as seen in Figure 5.



Figure 5. New packaging design and appearance of environmentally friendly products

In this case, the packaging design for the Kebonagung Jamu Drink product received a thumbs up because the taste was delicious and satisfying, so it is hoped that it can attract consumers' interest in buying (Kumar, 2020). By the wishes of the owner of Salsa Jaya UMKM, namely Mrs. Zulaikha, the contents of the new display, including colours, images, positions or locations of spices that the students have edited, contain product photos, logos, product prices, UMKM addresses and WhatsApp business numbers that can be contacted. Consumer. Apart from that, the student chose the maroon tone to make the brochure look more eye-catching and pleasing to the eyes of consumers. The colour maroon also has a philosophy often associated with strength, anger, and being the center of attention (Sahut, 2020). Because some people believe that the colour red can increase curiosity and passion. The next strategy students carry out is to utilize social media to increase product branding and digital marketing. The social media chosen by students is Instagram. Looking at the target market, which is mostly mothers and teenagers, by sharing the Salsa Jaya account link via Facebook and WhatsApp (Busca, 2020; Makrides, 2020).

2) *Implementation of Product Photos and Catalog Creation*

Most buying and selling transactions are now online, so customers do not directly see or touch an item. Therefore, product photos are very functional in displaying the products being sold clearly and attractively. Consumers will first consider whether the photo is real and what they are looking for and want when buying a product (KALINA, 2020; Palmatier, 2019). Product photos as marketing media are used to increase turnover and even target product introduction. Product photography is a type of commercial photography used to display products to potential buyers and highlight the products being produced to learn more about what is shown in product photos by UMKMs (Flaherty, 2021; Saura, 2021). Product photos developed by KKN students to display products in digital catalogue form. Finalization of product photo concepts and product visual concepts is carried out with partners according to the instructions and preferences of each partner. KKN students help take product photos to update product photos at the "Salsa Jaya" UMKM, which looks like picture 6.
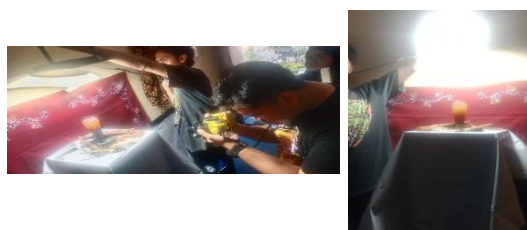


Figure 6. Process of implementing product photos for catalogues

After taking the photo, the researcher edited it to create a poster. The poster is used to provide information about the product. This activity is carried out in a room. This is because the shooting session requires bright light. This activity produces several photos of the product. The following is documentation of product photography and product catalog photos, including:



Figure 7. Photo results for the Salsa Jaya UMKM product catalogue are still in syrup form

### 3) *Registration of* e-commerce *and social media accounts*

Its objectives carried out this activity by providing materials, mentoring, and assisting UMKMs in promoting their products via the internet (e-commerce) using Linktree and social media, namely Instagram. This information is provided to UMKM players so they know and understand the basic definitions and ideas of e-commerce (Miklosik, 2020). Face-to-face (door-to-door) instruction is carried out between KKN students and UMKM actors. The material is given to partners first. Then, they have a discussion or question and answer regarding the material provided. The following are the objectives of the material provided in this activity: a) Provide a basic understanding of how e-commerce & social media works; b) Informing about the benefits of marketing via e-commerce & social media; c) Informing the steps in creating e-commerce & social media; d) Informing to operate e-commerce & social media.

After getting basic information about e-commerce and social media, UMKMs are taught and guided on registering an account, using online shops and social media, and operating them. Then, it is directed to promote its products via Internet services. As well as using Instagram and WhatsApp for marketing via social media.

### 4) *Social Media Creation*

Creating an Instagram account needs to be done because UMKM owners do not have an Instagram account for their UMKMs, so they need to re-create an Instagram account. This Instagram account creation activity resulted in an Instagram account with the name @ salsajaya. Official, which later this account will be used by the owner to increase the branding of its products to the online market. The following are photos of the Salsa Jaya Instagram account, including:
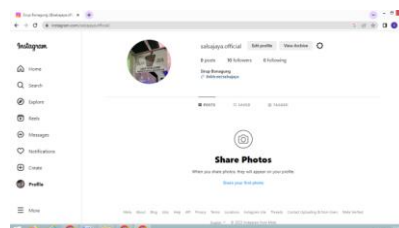


Figure 7. Salsa Jaya UMKM Instagram account

5) *Manage UMKM Instagram social media accounts*

The research activity of developing the contents of the Instagram account was carried out at the home of the UMKM owner, and also assisted and taught how to manage the account to the UMKM owner. So that UMKM owners understand how to manage Instagram accounts properly according to the researchers' directions, later, researchers will manage Instagram social media accounts containing catalogue photos or poster photos containing products. The following is a photo of the Instagram social media account from UMKM Salsa Jaya, including:



Figure 8. Managed Salsa Jaya Instagram account

6) *Creation of Linktree*

Linktree creation activities produce one link with 3 links: a WhatsApp link, an Instagram link, and an Email link. This link tree is installed in the Instagram bio. This Linktree functions for visitors who want to know more about Salsa Jaya UMKMs. It is also possible for visitors who want to order Kebonagung syrup via Instagram and WhatsApp. This link tree work was carried out at the home of the owner of the Salsa Jaya UMKM. UMKM owners also accompanied the researchers because the researchers also provided work on using and creating Linktree. The link from Linktree is https://linktr.ee/salsajaya  and this is the link tree display and the creation of the link tree from Salsa Jaya UMKMs, including:
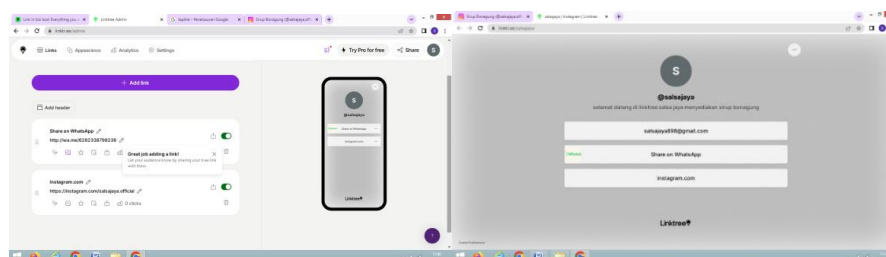


Figure 9. Creation of the Salsa Jaya UMKM linktree

**d. Control**

In addition to the control stage, this teaching assistance in managing Instagram accounts for UMKM owners provides knowledge about using Instagram accounts specifically for UMKMs. This teaching was carried out offline at the home of the owner of

the Salsa Jaya UMKM, namely Mrs. Zulaikha. This assistance produced results. Namely, Mrs. Zulaiha could upload pictures and videos to the UMKM Instagram account, learn how to manage an Instagram account and create and use Linktree well.

The social media chosen is Instagram because Instagram is a social media that has many users of all ages and various interests. So Instagram is suitable for promoting UMKM products ranging from food and drinks to handicraft products. UMKM product branding can be done via Instagram by interestingly publishing UMKM products, such as showing the method/process of making the product, explaining the benefits and advantages of the product, and including testimonials. Apart from that, when carrying out digital marketing via social media, UMKMs must pay attention to the completeness of product ordering information, including a telephone number that can be contacted, shop address, and how to order products. Therefore, KKN students are guided using social media Instagram by UMKMs to increase digital sales or digital marketing so that it can be implemented optimally.

### 3.2. Discuss

Improving the branding of UMKM products carried out by the PGRI Wiranegara University KKN student group in the Kebonagung sub-district started with creating logos, registering e-commerce accounts, creating social media accounts, and packaging innovation (Müller, 2018; Peter, 2021). Through the community service scheme, namely entrepreneurship and the creative economy, the solution to the problems faced by UMKMs, namely the development of digital marketing, is carried out by branding UMKM products through several work programs such as creating UMKM logos and product logos so that UMKM products can be better known. Implementation of product photos and creation of digital catalogues as marketing media to increase turnover and even the target of introducing products through digital catalogues such as at UMKM Salsa Jaya. The last improvement in UMKM branding carried out by KKN students was helping UMKM players promote their products via the internet (e-commerce) and social media through a door-to-door system, such as creating and marketing online shops on Linktree via Instagram (Rangaswamy, 2020; Theodoridis, 2019).

### 4. Conclusion

Kebonagung Pasuruan Subdistrict, East Java, is a subdistrict intensifying its movement in the UMKM sector. The problem that many UMKMs experience or face is that online marketing education still needs to be higher. The UMKM sector in the Kebonagung Subdistrict is still marketed traditionally, namely through Word of Mouth. Even though most people do social media marketing in this modern era, the existence of social media can help market a product more widely, reaching outside the island. Students carry out PGRI Wiranegara University KKN with digital marketing and product branding for UMKMs in Kebonagung Village, one of which is by helping with marketing through social media. Activities that can be carried out include creating an e-commerce account using a Linktree account and Instagram account and product photos and creating a catalogue. However, so that consumers can also recognize the products sold, business actors must be able to carry out product branding, one of which is providing a logo on the new packaging.

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