



# Improving marketing skills through logo design training for the local business community

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ARTICLE INFO	ABSTRACT
<p><b>Article history</b> Received: 2022-12-26 Revised: 2023-01-23 Accepted: 2023-01-26 Published: 2023-02-10</p> <p><b>Keywords</b> Branding Local business community Logo design Marketing skills</p>	<p>Sangir Regency which is located in South Solok Regency, West Sumatra, Indonesia is potential for culinary tourism because the data obtained by the number of local entrepreneurs in the Sangir Nagari Sungai Kunyit area reveal that several communities of local entrepreneurs engaged in home-based culinary businesses. The lack of use of technology to grow the selling value of regional products is an obstacle for local business communities to develop their businesses. Local entrepreneurs lose competitiveness if they want to market their products more broadly. The demographic location of Nagari Sungai Kunyit, which is quite far from the city of Padang Aro, also makes the inclusion of marketing trend technology not well utilized by the community. The method used in this service activity is the following: the first step was preparation, including observation and licensing administration; the second step was training in a 2-day successive workshop; the third step was 1-day evaluation; and the last step was product marketing assistance through the UNP Faculty of Tourism and Hospitality. The existence of skills development training activities has succeeded in increasing the resources of the local Nagari Sungai Kunyit business community in the field of making logos, which have become reinforcements, providing added value to the products produced. Furthermore, it helps small entrepreneurs to make products more attractive because they have the characteristics of their respective logos. Increasing human resources in the field of branding design is expected to spur an increase in the people's economies in South Solok Regency. It is proven that this activity has increased local business sales turnover and entrepreneurs are more confident in marketing their products outside the region.</p>
<p><b>Kata Kunci</b> Branding Desain logo Keterampilan marketing Komunitas bisnis lokal</p>	<p><b>Meningkatkan keterampilan pemasaran melalui pelatihan desain logo untuk komunitas bisnis lokal.</b> Kabupaten Sangir yang terletak di Kabupaten Solok Selatan, Sumatera Barat Indonesia, memiliki potensi wisata kuliner dikarenakan data yang didapatkan jumlah pengusaha lokal daerah Sangir nagari sungai kunyit terdiri dari beberapa komunitas pengusaha lokal yang bergerak di bisnis kuliner rumahan. Minimnya penggunaan pemanfaatan teknologi untuk menumbuhkan nilai jual produk daerah menjadi hambatan bagi komunitas pengusaha lokal untuk mengembangkan usaha mereka. Pengusaha lokal kalah saing jika ingin memasarkan produk mereka lebih luas. Letak demografis nagari Sungai Kunyit yang cukup jauh dari kota Padang Aro juga membuat masuknya teknologi trend pemasaran kurang dimanfaatkan dengan baik oleh masyarakat. Metode yang digunakan pada kegiatan pengabdian ini yang pertama persiapan termasuk di dalamnya observasi dan administrasi perizinan, kedua pelatihan dalam bentuk workshop beruntun selama 2 hari, ketiga 1 hari evaluasi, dan Langkah terakhir pendampingan pemasaran produk melalui fakultas Pariwisata dan Perhotelan UNP. Adanya kegiatan pengabdian pelatihan pengembangan keterampilan berhasil meningkatkan sumber daya komunitas pengusaha lokal Nagari Sungai Kunyit di bidang pembuatan logo menjadi penguat memberikan nilai tambah untuk produk yang dihasilkan. dan membantu pengusaha kecil membuat produk lebih menarik karna memiliki ciri khas logo masing-masing. Peningkatan sumber daya manusia di bidang desain branding diharapkan dapat memacu peningkatan perekonomian masyarakat di Kabupaten Solok Selatan. Terbukti dengan adanya kegiatan ini menambah omzet penjualan bisnis lokal, serta pengusaha lebih percaya diri memasarkan produknya di luar daerah.</p>
<p>Copyright © 2023, Ranuharja et al This is an open access article under the <a href="https://creativecommons.org/licenses/by-sa/4.0/">CC-BY-SA</a></p> <p></p> <p>How to cite: Ranuharja, F., Indrayeni, W., Samala, A. D., Hasim, A., Larasati, C., &amp; Indarta, Y. (2023). Improving marketing skills through logo design training for the local business community. <i>Journal of Community Service and Empowerment</i>, 4(1), 78-83. <a href="https://doi.org/10.22219/jcse.v4i1.24059">https://doi.org/10.22219/jcse.v4i1.24059</a></p>	

## INTRODUCTION

Some changes in the economic sector have experienced a period of ups and downs, this occurs in various developing countries (Frey & George, 2010). Number of case studies during a pandemic have been conducted and they reveal that the world economy experienced difficult times. Even to maintain their businesses, many companies terminated work contracts (Samala, et al., 2022). This has triggered an economic decline in various developing countries in the world, including one in Indonesia (Gobel, 2020). In this phase, many digital businesses appear that do not require space and provide goods on demand. This is a positive sign that buying and selling is still alive in the community (Adesti, et al., 2022). The emergence of various digital businesses in the business sector is in accordance with the pillars of economic development contained in the 17 main points of the SDGs. achieving quality economic growth through sustainable employment and business opportunities, innovation, inclusive industry, adequate infrastructure.

The emergence of the Internet in the 1990s prompted a series of innovations that had a profound impact on buyers, sellers and markets (Ratchford, 2019). These innovations typically involve not only the internet in some ways but also include network electronics in general together with an estimated commercialization date and a list of the technologies to which they are being replaced. Trend data on the share of usage of various online devices since 2000 (Fidiastuti et al., 2021). The internet was commercialized around 1990, when it replaced the ARPANET, which provided online communication between government agencies and universities, and restrictions on commercial use were removed. Mosaic, introduced in 1993, was the first popular web browser (Wilianto & Kurniawan, 2018). While the first search engine also appeared around 1993, Google was not founded until 1998 and only became popular around 2000. Online shopping started around 1994, the year Amazon was founded, and online advertising started around the same time. Wi-Fi was introduced in 1998, broadband around 2000, social networking around 2005, and smartphones around 2006.

During the pandemic, it had a major impact on the tourism industry sector in Indonesia (Budiyanti, 2020). Many souvenir traders choose to find other jobs because tourist visits have drastically reduced during the COVID-19 Pandemic (Susanty & Renjaan, 2021). This challenge can be answered by advances in marketing technology. Some traders who consistently sell local products in tourism areas can sell their products in online stores (Indarta, et al., 2021). Utilizing social media facilities to attract visitors or technological breakthroughs to create virtual reality from these tourist objects (Li, 2018; Samala, et al., 2022). Therefore, technology can help the tourism industry sector to revive small entrepreneurs who live from selling, thus, technology provides an educational element for them (Ranuharja, et al., 2021).

Goa Batu Kapal Tourism located in Sangir sub-district, South Solok Regency, is an appropriate example to describe a destination that requires the use of digital promotion and the increase of product value through product symbol branding. The tourist destination of Goa Batu Kapal offers a view of the beautiful mineral cave layers attached to the walls and ceiling of the cave. Goa Batu Kapal itself is of course the concern of the local government to promote local tourism areas by developing and facilitating tourists and local traders. On the outside of the cave it was designed and renovated as a children's playground so that it becomes an additional attraction for tourists who are already married. With so many visitors coming for tours, it has a direct impact on helping to boost the economy of the people of the Sangir Balai Janggo sub-district who work as traders.

Obtained observational data on the marketing of local products in the Sangir sub-district in the form of special food and services that do not yet have the appeal of packaging, promotion and design simultaneously has a positive and significant effect on purchasing decisions (Lacave-García et al., 2020). A product packaging logo provides more value when compared to products that do not have a logo. With a logo that is easy to understand, it will be easier for people to recognize the logo.

The solution offered to the people of South Solok District is in the form of product graphic design training and creating logos/branding. Other things are also regarding the promotion of social media that influence tourist attention, and searches in a positive and significant way; furthermore, the search activity of tourists can influence their actions (Lutur & Santoso, 2020). The benefit of this training is that the resulting logo design can be distributed for promotional purposes to a variety of existing social media platforms, including *Facebook*, *Instagram*, *TikTok*, and others. This training is carried out in the form of theory and practice. Small trader participants in the Goa Batu Kapal tour, Sangir District, Balai Janggo, are facilitated by computers or laptops to make product designs. It is hoped that this training will provide design expertise for the people of Sangir District to promote local products and market them outside the area with attractive and selling product displays. Products with attractive brands and packaging will be more easily marketed outside the Sangir district.

## METHOD

The Community Service Program was held in Sangir District, Balai Janggo, precisely in the Sungai Kunyit area, South Solok Regency in collaboration with the local business community in the Sungai Kunyit as training participants, total number of participants were 15 representatives (Figure 1). Participants were selected by partners with the criteria of people who can operate computers and are under 40 years old. This program was carried out on the 15th, 16th and 17th of July 2022. The community service was held at the Nagari Sungai Kunyit hall building.

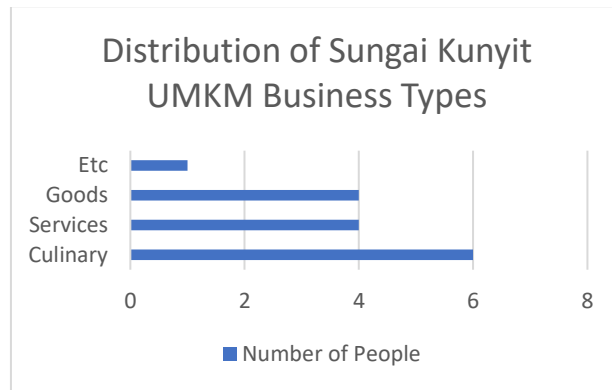


Figure 1. Bar chart of distribution of business types of community service participants

The total number of participants in the Logo Design Workshop in Nagari Sungai Kunyit was 15 people. As many as 6 people were engaged in the culinary business, 4 people were in the service business, 4 people were in the sale of goods and the remaining 1 was not among the three types of business categories. Generally, the implementation method was divided into 4 stages. Stage 1 was pre-implementation of Community Services, stage 2 was Training, Stage 3 was Evaluation of community service, and finally stage 4 was assisting the local community of Sungai Kunyit entrepreneurs. It can be seen from the following Figure 2.

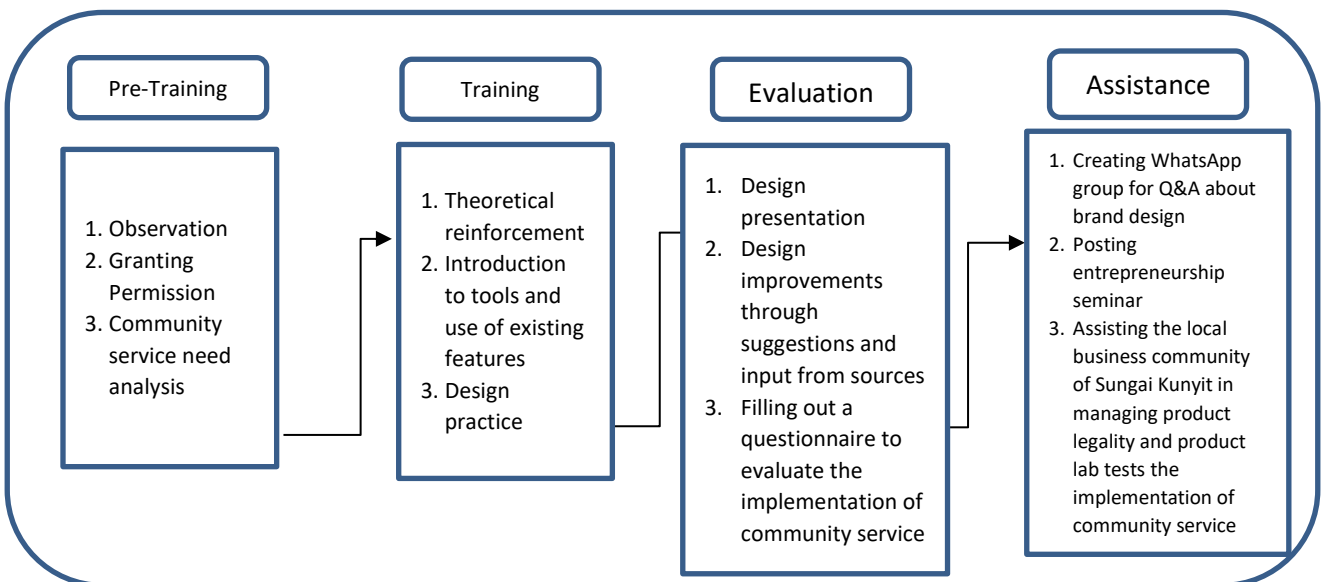


Figure 2. Workflow of Logo Design Training as Community Service at Sungai Kunyit

## RESULTS AND DISCUSSION

Community service partnership was conducted in the Goa Batu Kapal tourist spot, Sangir Balai Janggo District. The background of the Padang State University service team from the faculty has carried out other community service programs. Communication with previous partners by sending messages via WhatsApp. The partners were Mr. Rinaldi, S.Sos., M.H who is the Guardian of Nagari Sungai Kunyit and Mr. Mon Effendi as the secretary of the Nagari Sungai Kunyit. From the interviews conducted both by phone and by sending messages via WA, it is revealed that there are at least 10 more local entrepreneur communities who are fostered to develop their businesses better. The lack of human resource capabilities in the field of technology utilization has resulted in complaining that they want to innovate but have not been able to do so. Both in terms of logo packaging and marketing, Sungai Kunyit is still targeting the local community market. Certainly, there is a desire to further develop their business, for that the dedication that is being carried out in partnership with Nagari Sungai Kunyit, Sangir Balai Janggo District, is appropriate for exploring the potential of small and medium businesses. This project was done with the agreement of the Nagari guardian, a partner request letter is obtained, which can be seen in the attachment.

Implementation of community service was done on the 15th, 16th and 17th of July 2022. The method of implementing the community service is the provision of direct material and practice. On the first day, there were 3 materials provided, namely: 1) Design Concepts, 2) Golden ratio and object tracing, and 3) Product logo creation design. After being opened

by remarks by local officials, the dedication team gave a review of the presentation material regarding the 3 main points above. Theoretical material is provided as a basis for participants how to make a product logo that has selling points, is attractive and can be accepted by the wider community.

The second day of the dedication was continued with the practice of a logo design workshop using the image editor software that had been provided and installed for all participants (Figure 3). Participants before the activity started were given information to use their respective laptops complete with a mouse so that the design workshop could run smoothly. For the first exercise, an example of a basic design is given, then if the participants understand the technicalities of using the Adobe Illustrator image editor tool, participants can take advantage of the features/tools available in the software. Fundamental ethics are taught so that participants understand the concept of delivering the design of a product logo, what is conveyed in the design is easily understood by the deserving public, be it information marketing culinary products, services or selling goods. Furthermore, after the participants got the basics for making designs using Adobe AI software, they continued to implement logo designs for the products of the Sungai Kunyit local entrepreneur community. It can be seen that the participants who were selected for this activity were very enthusiastic in designing their product designs.



Figure 3. The implementation of training logos design for community service at Sungai Kunyit

At 3rd stage, the participants were given the skills to design a logo, IG Feed and Packaging continued to present their work, and the service team provided an assessment of directions for improvement of suggestions for the products produced (Figure 4). The resulting product design is expected to provide more selling points than the previous design. By selecting attractive color games, seller can attract potential customers through digital marketing using social media, online shops and other digital platforms. The following are some of the works of the participants in the logo design workshop for the local entrepreneur community, Sangir Balai Janggo Nagari Sungai Kunyit.

As an example of the logo work produced, there were two businesses, namely Bakso MADE IN DWE and Ridiscraft, one engaged in culinary and another business was in the field of selling goods. After being evaluated and presented the results of the participant's logo, suggestions for improvement was given so that the logo will be even better and more attractive in the future. Thus, the logo design workshop was achieved by increasing the participants' skills in using tools to design logos. Research reveals that brand logo has an impact on consumer's preference (Lieven et al., 2015)



Figure 4. Example of logos design from participant

After completing the debriefing and workshop on logo design, IG Feed and packaging design, Sungai Kunyit community service participants were directed to develop their business by involving the local Sungai Kunyit business community in entrepreneurship seminars and existing career development. This action involved the community in Sungai turmeric in the Workshop on Making a Business License by the Department of Family Welfare, Faculty of Tourism and Hospitality, Universitas Negeri Padang (Figure 5).



Figure 5. Flyer of Workshop for Making Business Licenses by FPP

This community service activity consists of logo design training in various media. It is possible that this logo design will be adapted for the development of e-commerce applications in the future. There are not only two-dimensional logos available, but also three- and four-dimensional logos, as well as augmented reality-based logos. The logo design will evolve in response to the needs of consumers and sellers as technology in the field of sales advances.

## CONCLUSION

Community Service is carried out by the Department of Electronics Engineering, which has cross-faculty members, namely the FPP Catering Department and the Electronics Department in the Faculty of Engineering. The service which took place in the tourist area of Goa Batu Kapal, Sangir Kec, Balai Janggo with Nagari Sungai Kunit partners, provided positive results and effects for the local business community in Sungai Kunit village. This service has succeeded in training participants to understand how to design product logos appropriately which requires graphic design aesthetics so as to add value to the products offered. The Sungai Kunit local business community was able to practice logo design so that they were able to produce branding for use on various types of packaging as a means of making people more interested. 15 participants who took part in logo design training, all of them were able to practice designing logo designs properly. Based on the results of post-training monitoring of the 15 participants who attended, there were 6 product logo designs used, the increase in sales turnover was felt by 3 products of local entrepreneurs up to 30 percent. Through this partnership program, local entrepreneurs have succeeded in designing product branding logos that have selling points and are attractive to consumers. In addition, this service has also formed a community of 15 entrepreneurs who will help each other develop their businesses. In the future, the service team is still working on completing permits such as lab trials for product expiration dates, BPOM business permits from the Ministry of Health, and so on.

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