



Go digital of PAMMA Herba through rebranding and digital marketing

Anang Sujoko^{a,1,*}, Eko Widodo^{b,2}, Muhammad Firdaus^{c,3}, Noer Rahmi Ardiarini^{d,4}, Zulfaidah Penata Gama^{e,5}, Dicky Wahyudi^{a,6}

^a Faculty of Social Science and Political Science, Brawijaya University, Jl. Veteran, Malang, East Java 65145, Indonesia.

^b Faculty of Animal Science, University of Brawijaya, Jl. Veteran, Malang, East Java 65145, Indonesia.


^c Faculty of Faculty of Fisheries and Marine Sciences, Universitas Brawijaya, Jl. Veteran, Malang, East Java 65145, Indonesia.

^d Faculty of Faculty of Agriculture, Brawijaya University, Jl. Veteran, Malang 65145, Indonesia.

^e Faculty of Faculty of Mathematics and Natural Sciences, Brawijaya University, Jl. Veteran, Malang, East Java 65145, Indonesia.

¹ anangsujoko@ub.ac.id*; ² eko.widodo@ub.ac.id; ³ muhamadfir@ub.ac.id; ⁴ rahmi.fp@ub.ac.id; ⁵ gama@ub.ac.id; ⁶ dickywahyudi366@gmail.com

* Corresponding author

ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-12-26 Revised: 2024-06-11 Accepted: 2024-06-14 Published: 2024-06-16</p> <p>Keywords Digital Marketing Go Digital Orphanage Rebranding</p>	<p>PAMMA (Panti Asuhan Muhammadiyah Malang) has a home industry product in the form of rhizome beverages. The beverage products from PAMMA were developed by the Doktor Mengabdikan program for Brawijaya University and has survived until now. The problem is, the previous Doktor Mengabdikan program still focused on the beverage production process, and PAMMA still markets its products conventionally, even though the industrial era has penetrated the digital market (e-commerce). This community service program aims to maintain of the rhizome beverage industry from PAMMA by conducting packaging rebranding and digital marketing, so that PAMMA products can go to the digital market (Go Digital). Implementation methods include: First, assistance with the legalization and re-branding of 5 rhizome beverage products. Second, a digital marketing workshop for rhizome beverage products for PAMMA residents. The results of this community program are measured by the legalization of NIB PAMMA Herba, and changes to the packaging design of 5 PAMMA rhizome beverage products. Digital marketing training provides results in the form of a shop on an e-commerce platform for PAMMA which can be used to sell its rhizome products, optimize advertising in new media by adjusting its target market, and expand marketing by utilizing digital media. The target is that with a schematic and sustainable program, it can increase economic income and maintain the sustainability of the home industry of rhizome beverage products from PAMMA.</p>
<p>Kata Kunci Go digital Panti asuhan Pemasaran digital Rebranding</p>	<p>PAMMA Herba go digital melalui rebranding dan pemasaran digital. PAMMA (Panti Asuhan Muhammadiyah Malang) memiliki produk industri rumahan berupa minuman serbuk rimpang. Industri minuman dari PAMMA dikembangkan oleh program Doktor Mengabdikan Universitas Brawijaya, dan mampu bertahan hingga sekarang. Permasalahannya, program Doktor Mengabdikan sebelumnya masih berfokus pada proses produksi minuman, dan pihak PAMMA masih memasarkan produknya secara konvensional, padahal era industri telah merambah ke pasar digital (e-commerce). Program pengabdian masyarakat ini bertujuan untuk keberlanjutan industri minuman rimpang dari PAMMA dengan melakukan rebranding kemasan dan digital marketing, sehingga produk dari PAMMA bisa menuju ke pasar digital (go digital). Metode pelaksanaannya meliputi: Pertama, pendampingan legalisasi dan re-branding 5 produk minuman rimpang. Kedua, workshop digital marketing produk minuman rimpang bagi warga PAMMA. Hasil program masyarakat ini terukur dengan legalisasi NIB PAMMA Herba, dan perubahan kemasan-design dari 5 produk minuman rimpang PAMMA. Pelatihan digital marketing memberikan hasil berupa toko di platform e-commerce untuk PAMMA yang dapat dimanfaatkan untuk berjualan produk rimpangnya, optimalisasi iklan di new media dengan menyesuaikan sasaran pasarnya, dan perluasan pemasaran dengan memanfaatkan media digital. Targetnya dengan program yang skematik dan berkelanjutan dapat meningkatkan pendapatan ekonomi dan menjaga keberlanjutan industri rumah tangga produk minuman rimpang dari PAMMA.</p> <p style="text-align: right;">Copyright © 2024, Sujoko et al This is an open access article under the CC-BY-SA license</p> 

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INTRODUCTION

Processed rhizome products produced by PAMMA (Malang Muhammadiyah Orphanage) encourage household economic independence, and have the potential to make a positive contribution by encouraging local economic development. As explained by Hapsari et al., (2014) and Rajaiah & Sivasankar (2012) the growth and development of home industries has had a significant impact on various sectors of life, including in the areas of community and economic empowerment. Apart from that, economic growth through optimizing MSME products has also become a mandate of the SDGs in point 8 "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all", and is explicitly stated in point 8.3 " [...] encourage the formalization and growth of micro, small and medium enterprises [...]" (sdgs.bappenas.go.id, 2023).

The current challenge for MSMEs is technological disruption which is changing market conditions to a digital world and utilizing e-commerce as a marketing and sales platform for their products (Irawati & Prasetyo, 2021; Yigit & Kanbach, 2023). Several studies have highlighted how MSME strategies to survive and transform in industries experiencing technological disruption in the face of continuous market decline (Sinha & Fukey, 2021; Yigit & Kanbach, 2023); The impact of the Covid-19 pandemic on MSMEs (Harel, 2021; Sarker et al., 2022), and MSME strategies in utilizing technology to survive the impact of the Covid-19 pandemic (Fasth et al., 2023; Prakasa et al., 2022); Use of social media as a means of promotion, marketing and strengthening MSME product brands (Amoah et al., 2023; Kanth & Prasad, 2023; Kraus et al., 2019). These studies show that MSMEs must adopt technology and utilize it to survive in digital market competition.

Community empowerment that focuses on MSMEs and the use of digital technology, for example: Virtual tour-based digital batik village as a place to promote Bekasi city batik in the industrial era 4.0 (Sudjatmoko et al., 2023); Increasing the capacity of Lombok Sunrise Land tourism managers through digital marketing (Yudhiasta & Mijiarto, 2023); Economic empowerment through developing food and beverage micro businesses by encouraging digital marketing (Badriyah et al., 2023). Thus, community empowerment that focuses on MSMEs in the era of technological disruption shows the need for MSME actors to utilize technology to optimize their products in the digital market (Widyo et al., 2023).

Although research and empowerment trends show the need for MSME actors to adopt technology to compete in the online market. However, the problem is that not all industries are quick to adopt this change, including the home industry of rhizome powder drinks from PAMMA. Even though it previously received production development support from the Doktor Mengabdi Program (Brawijaya University, 2021-2022), the PAMMA rhizome beverage products industry still markets its products using conventional methods. Considering the importance of adapting to digital trends and increasingly fierce market competition, there is an urgent need to innovate, especially in terms of marketing and branding ((Kotler et al., 2019; Widyo et al., 2023), so that MSME products can compete amidst the technological disruption that is ushering in on going digital (digital markets and e-commerce).

This community service program is realized with the main aim of maintaining the sustainability of PAMMA's rhizome beverage products industry through strengthening branding and marketing, so that PAMMA's rhizome beverage products can go digital - which has previously been carried out in developing PAMMA Products (2021-2022) (Ardiarini et al., 2023). The focus of this program is on two crucial aspects, namely packaging rebranding and digital marketing of Rhizome beverage products. By assisting with product packaging rebranding and holding digital marketing workshops, it is hoped that PAMMA can make maximum use of digital potential in marketing its products and this will have implications for the level of sales of PAMMA's processed rhizome products. Fulfillment of the targets of this service program is measured through several concrete indicators such as the rebranding of five rhizome beverage products (transformation of product packaging) and success in using digital marketing strategies reflected through the presence of official PAMMA stores on e-commerce platforms, advertising optimization in new media.

METHOD

This community service program is carried out to maintain the sustainability of the PAMMA rhizome beverage product industry, especially in carrying out branding and marketing communications to expand into the digital market. PAMMA rhizome beverages are produced by the Muhammadiyah Malang Orphanage (Panti Asuhan Muhammadiyah Malang) located at Jl. Bareng Tenes 4A No. 637, Bareng, Kec. Klojen, Malang City, East Java 65116.

The implementation of this community service is carried out for 6 months with a series of methods including: First (months 1-2), assistance with the legalization of PAMMA as an MSME industry and its rhizome products. Assistance with the legalization of PAMMA and its products to prepare PAMMA's Go Digital process to then be strengthened through rebranding and digital marketing. The legal aspect of the MSME industry is important for an MSME product to gain the trust of consumers in the market, besides that it will avoid legal problems when the product is distributed on the market. To go digital or market PAMMA rhizome beverage products to the online marketplace, the legal aspect is also a necessity that must be fulfilled in the community service program. The indicator and output of this method is the registration of NIB (Business Identification Number) and PIRT (Home Industrial Food Certificate) of PAMMA products.

Second (months 3-4), rebranding and digital marketing workshop for PAMMA. This method is implemented by

service team members and digital marketing practitioners through workshops and tiered mentoring. The training method not only gives theoretical understanding, but emphasizes practical guidance on branding and marketing PAMMA products, so that participants can implement it. The participants in this training are 3 PAMMA product managers and 18 orphanage children aged 15 years and over. We provide this training to PAMMA residents because every PAMMA person/resident can become a PAMMA product marketer, this will create massive marketing of PAMMA products. The indicators and outputs of this method are in the form of joint preparation of Rebranding and Digital Marketing Modules.

Third (months 5-6), create a marketplace for PAMMA rhizome beverage products. This method was implemented by members of the research team who collaborated with digital marketing practitioners to optimize the marketing of PAMMA products in the digital market. The aim of creating a marketplace accompanied by promotional guidelines is that PAMMA has the means/medium to sell its products online, and these products can be promoted to increase the level of marketing and sales of PAMMA products. Indicators and outputs of this method are the active PAMMA stores in online marketplaces such as Tokopedia and Shopee.

Qualitative thematic analysis techniques were used to analyze descriptive data obtained from three series of methods in community service. The stages of thematic analysis include (Christou, 2022): first, understanding the data by describing the data obtained into textual transcripts to provide data reflection-understanding. Second, coding the data that is by the results of the reflection, coding is done on data that has similarities. Third, compiling themes from coded data to be presented narratively by the objectives that have been set.

RESULTS AND DISCUSSION

Legalization of PAMMA as an MSME Industry

The first stage to maintain the sustainability of PAMMA's rhizome beverage products to go digital is carried out by legalizing the PAMMA institution as an MSME industry, as well as legalizing its processed rhizome products. This is done to ensure the legality of PAMMA and its products distributed in the digital market, so that it does not become a legal problem in the digital market or online marketplace. According to Purwaningsih et al., (2023) and Ulya et al., (2023), the legality of MSME products to enter the digital market needs to be prepared and obtained, so that products marketed in online marketplaces do not have legal problems and gain consumer trust. By managing the legality of PAMMA as an MSME industry and its rhizome beverage products, it will strengthen the value offered in online marketplaces and even in conventional markets.

The legalization process is carried out by assisting the service team together with PAMMA. Assistance is provided because PAMMA still does not fully understand the process of legalizing the MSME industry, so assistance is provided by the service team to speed up the process of legalizing PAMMA as an MSME industry. Assistance is carried out by dividing tasks, namely the service team searches for administrative requirements and legal flow online, and PAMMA prepares administrative files for the legalization requirements for the MSME industry. With this assistance and division of roles, the process of legalizing PAMMA as an MSME industry that produces rhizome beverage products becomes an easier and faster process.

The legalization files that have been collected, such as PAMMA institution deeds, PAMMA institution NPWPs, industrial capital information, industrial product information, industrial production layouts, and others - are collected by the service team for review according to the administrative requirements for the MSME industry legalization process. The team obtained the legality file requirements for the MSME industry via the OSS (Online Single Submission) website and the Ministry of Industry website. The completeness of the required documents is used to register the legality of PAMMA as an MSME industry via the OSS website, the entire process is carried out online by the service team together with PAMMA.

The process of legalizing PAMMA as an MSME industry through OSS produces results in the form of a NIB (Nomor Induk Berusaha/Business Permit Number) which is issued directly by the Ministry of Investment which receives approval from the Head of the Investment Coordinating Board. NIB indicates that PAMMA has been deemed eligible as an MSME industry legally, and has obtained permission to try to produce products for sale on the market, both digital markets and conventional markets. The NIB obtained while making the MSME industry from PAMMA is under the latest legal aspects based on Law Number 6 of 2023 concerning the Stipulation of Government Regulations instead of Law Number 2 of 2022 concerning Cipta Kerja. The Figure 1 is the NIB obtained by PAMMA.

Legalization continues for rhizome beverage products from PAMMA. Previously, rhizome beverage products from PAMMA had legalization, but of the total of five products, only one product had a PIRT (Home Industrial Food Certificate), so the service team provided assistance in processing the new PIRT Certificate. for all PAMMA rhizome products, which include processed rhizome products from Jahe Emprit, Jahe Merah, Kunir, Temulawak, and Kencur. To strengthen the legality aspects of the five processed PAMMA rhizome products, the service team also assists PAMMA in processing the legality of the PIRT Certificates for the five processed rhizome products. The Figure 2 is PAMMA rhizome beverage products.



PEMERINTAH REPUBLIK INDONESIA
PERIZINAN BERUSAHA BERBASIS RISIKO
NOMOR INDUK BERUSAHA: 1910230122863

Berdasarkan Undang-Undang Nomor 6 Tahun 2023 tentang Penetapan Peraturan Pemerintah Pengganti Undang-Undang Nomor 2 Tahun 2022 tentang Cipta Kerja Menjadi Undang-Undang, Pemerintah Republik Indonesia menerbitkan Nomor Induk Berusaha (NIB) kepada:

- | | |
|--|--|
| 1. Nama Pelaku Usaha | : Yayasan PANTI ASUHAN MUHAMMADIYAH MALANG |
| 2. Alamat Kantor | : Jalan Bareng Tenes IV A/637 Kota Malang, Desa/Kelurahan Bareng, Kec. Klojen, Kota Malang, Provinsi Jawa Timur, Kode Pos: 65124 |
| No. Telepon | : 085855986660 |
| Email | : pammaherba@gmail.com |
| 3. Status Penanaman Modal | : PMDN |
| 4. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI) | : Lihat Lampiran |
| 5. Skala Usaha | : Usaha Mikro |

NIB ini berlaku di seluruh wilayah Republik Indonesia selama menjalankan kegiatan usaha dan berlaku sebagai hak akses kepastian, pendaftaran kepesertaan jaminan sosial kesehatan dan jaminan sosial ketenagakerjaan, serta bukti pemenuhan laporan pertama Wajib Laporkan Ketenagakerjaan di Perusahaan (WLKP).

Pelaku Usaha dengan NIB tersebut di atas dapat melaksanakan kegiatan berusaha sebagaimana terlampir dengan tetap memperhatikan ketentuan peraturan perundang-undangan.

NIB ini merupakan perizinan tunggal yang berlaku sebagai sertifikasi jaminan produk halal berdasarkan pernyataan mandiri pelaku usaha dan setelah memperoleh pembinaan dan/atau pendampingan Proses Produk Halal (PPH) dari Pemerintah Pusat dan Pemerintah Daerah sesuai dengan ketentuan peraturan perundang-undangan.

Diterbitkan di Jakarta, tanggal: 19 Oktober 2023

**Menteri Investasi/
Kepala Badan Koordinasi Penanaman Modal,**



Ditandatangani secara elektronik

Figure 1. Business Registration Number Document (Source: PAMMA Document)



Figure 2. Old view packing of PAMMA rhizome beverage products (Source: Doktor Mengabdikan Document)

The progress of legalization of five PAMMA rhizome beverage products has achieved administrative success at the OSS, and is waiting for a review from BPOM first to obtain the legality of the BPOM Circulation Permit Number, then a review from the Health Service to obtain approval for the production safety aspect in order to obtain a PIRT Certificate. The process of obtaining PIRT in this community service program has encountered obstacles because the administrative requirements have changed from before due to changes in regulations, and PAMMA's readiness has not been optimal to prepare administration or support production equipment to obtain a distribution permit from BPOM and a PIRT Certificate.

Rebranding of PAMMA Rhizome Beverage Products

The rebranding was carried out by the service team in collaboration with practitioners who concentrate on developing MSME products in Malang City. The collaboration was carried out to provide a comprehensive understanding from a conceptual and practical perspective to PAMMA who were participants in the rebranding and digital marketing training. Rebranding and digital marketing training was carried out after carrying out an initial analysis of PAMMA's rhizome beverage products, especially in terms of branding and marketing which has been carried out by PAMMA so far. With the analysis carried out by the service team, rebranding and digital marketing training materials were prepared for PAMMA.

Speakers from the service team explained the results of brand analysis of PAMMA rhizome beverage products, especially SWOT (Strength, Weakness, Opportunity, and Threats) analysis. From the SWOT analysis, it was obtained that the strength of the PAMMA rhizome beverage products is legality from the NIB which is issued from having five product variants, an uncomplicated manufacturing process, having an academic mentor (from Brawijaya University and academics from the Muhammadiyah association), and production is already running and producing products that have been marketed. In terms of weaknesses, rhizome beverage products do not yet have a brand name that is characteristic and reflects PAMMA, four PAMMA rhizome beverage products do not yet have a PIRT Certificate, there is no information on the efficacy of rhizome beverage products, and rhizome products have not been mass-produced, and human resource capabilities are limited not yet qualified to do digital marketing.

Then, in terms of opportunities, PAMMA has a network from Muhammadiyah for marketing, has synergy with academics from universities who can become mentors for product development, and processed rhizome products have high demand in the market, especially regarding herbal products for health. In terms of threats, competitors with cheaper prices, competitors who can provide abundant product stock, more massive promotions from competitors in the marketplace, and the difficulty of obtaining legalization for herbal products such as processed rhizomes, can hamper the digital and conventional marketing process.

The results of the analysis of rhizome beverage products presented by the service team were used as a basis for rebranding to strengthen the brand of rhizome beverage products so that they could be better known by the public and represent PAMMA. As explained by Tsai et al., (2015), the product branding and rebranding process aims to make the product easily recognized and easy to remember by the public, as well as becoming a characteristic of a product. Apart from that, the rebranding process can also strengthen the bargaining and selling value of PAMMA rhizome beverage products in conventional and digital markets.

Furthermore, training was continued by MSME product branding practitioners with materials that focused on the practice of rebranding PAMMA rhizome beverage products. The practical branding material process was carried out jointly by practitioners and PAMMA participants, starting from determining the brand name to the packaging redesign process for rhizome beverage products. The rebranding process which is carried out simultaneously aims to gain mutual understanding regarding the new brand of PAMMA rhizome beverage products which will be communicated digitally.

The results of the rebranding training by practitioners together with PAMMA provided several changes to the PAMMA rhizome beverage product brand: 1) From initially having different product names (JaheMU, Jahe Merah MU, TemulawakMU, KunirMU, and KencurMU) to having one product name, namely PAMMA Herbal has five processed product variants; 2) Each variant has a design that includes benefits/efficacy as well as suggestions for serving; 3) Changes to the packaging design by utilizing color psychology according to the properties of each PAMMA Herba product variant. With changes to these three fundamental components, it is hoped that PAMMA's rhizome beverage products will have a brand that is easier for consumers to remember, and better represent PAMMA as the institution that produces them. The Figure 3, Figure 4, Figure 5, Figure 6 and Figure 7 are the results of the rebranding in this service.



Figure 3. Jahe Merah Product from PAMMA Herba

The first variant of the PAMMA Herba product is the red ginger variant (Figure 3). Through the product slogan which reads 'warm spirit in ginger powder', the design choices for this variant are dominated by 'warm' nuances but are still made 'fresh'. Orange was chosen as the main color in the product design of the instant red ginger variant, which represents antioxidant and refreshing properties that are beneficial in maintaining body health.



Figure 4. Jahe Emprit Product from PAMMA Herba

The second variant of the PAMMA Herba product is the ginger variant which uses a brown design (Figure 4). The brown color representation on the new packaging for this variant is expected to give the impression of warmth and energy which are the properties of instant ginger rhizome products. The product slogan which reads 'warm spirit in ginger powder' coupled with brown nuances in the product design is the perfect combination in visualizing this instant ginger product.



Figure 5. Temulawak Product from PAMMA Herba

The third variant of PAMMA Herba products is ginger (Figure 5). Having the slogan 'passion to increase appetite', the colors in this design must be made with an impression that is synonymous with 'fertility'. The light brown color was chosen as a representation to reflect the benefits in maintaining body health which is in line with the properties of the PAMMA Herba product, the ginger variant.



Figure 6. Kencur Product from PAMMA Herba

The fourth variant of the PAMMA Herba product is kencur (Figure 6). As an alternative drink that is said to 'get rid of coughs' according to its slogan, making this instant kencur variant requires choosing colors in the design that represent 'freshness or refreshment'. The dark green color on the packaging represents fresh, natural and energizing food which is in line with the benefits of the PAMMA Herba kencur variant of the product.



Figure 7. Kunyit Product from PAMMA Herba

The fifth variant of PAMMA Herba products is turmeric (Figure 7). Having different properties from previous products, the instant turmeric variant is useful as an anti-inflammatory drink and makes the body healthy. Through the yellow color which is the packaging color choice for the product variant, it represents the characteristic of turmeric which is a deep yellow color with anti-oxidant content which provides anti-inflammatory and health benefits for the body.

Rebranding of the PAMMA Herba product packaging design has different colors that are adjusted to the properties of each variant. The colors chosen are based on the characteristics and efficacy of each PAMMA Herba product variant. Visually, the rebranding of PAMMA Herba's product design is deliberately packaged with a more 'modern' touch than the previous design in order to influence buyers' interest by considering PAMMA Herba's packaging design to be 'eye catching'. The choice of design elements is packaged in a minimalist manner, namely only using original images (herbaceous plants) from each variant. Not only that, the font choice is also adjusted to the design proportions so that buyers can read and understand the product easily.

Digital Marketing Communication of PAMMA Herba

Digital marketing communication training was provided for PAMMA Herba products to go digital. The importance of the communication aspect in carrying out digital marketing was expressed by Kotler et al., (2019); Rehman et al., (2022); and Sujoko et al., (2020), that the role of communication in marketing is an instrument for reaching the target market and developing the right strategy for the audience or potential consumers of the product being marketed. Digitally. Therefore, the community service team collaborates with practitioners to provide training to PAMMA to carry out digital marketing of PAMMA Herba products that have been rebranded.

Practitioners provide material regarding the stages of product marketing by starting to determine the target market, namely the primary target and secondary target for the PAMMA Herba product. According to Kotler et al., (2019), primary targets in marketing are those main targets who will become consumers or potential buyers of the products being marketed. Meanwhile, secondary targets are those second targets who have the probability of becoming consumers or buyers of the products being marketed. In this training session, practitioners together with PAMMA began to determine marketing targets for PAMMA Herba products.

The primary target of PAMMA Herba is members of the Muhammadiyah organization residing in the Malang area or expanded to Java Island, with an age range of 15-50 years and a high school education level and above, and an income level from lower middle to upper middle. Meanwhile, the secondary target of PAMMA Herba is general citizens residing in the Greater Malang area or even expanded on the island of Java, with an age range of 15-50 years and a high school education level and above, and an income level from lower middle to upper middle class. The fundamental difference between the primary and secondary targets of PAMMA products is the identity of the target, namely the general public and people who have a Muhammadiyah religious identity.

The digital marketing communication strategy continues with the selection of new media for marketing PAMMA Herba products. The choice of media is adjusted to the initial goal of the dedication program to Go Digital for PAMMA Herba products, so that it uses internet-based new media such as social media and websites to maximize marketing of PAMMA Herba products. Apart from that, the new media chosen as a marketing tool is based on previously determined

primary and secondary targets. As a result, the service team and practitioners together with PAMMA determined the media used in the form of Facebook, Instagram, YouTube and the PAMMA website to maximize product marketing. The Figure 8 new media for digital marketing.

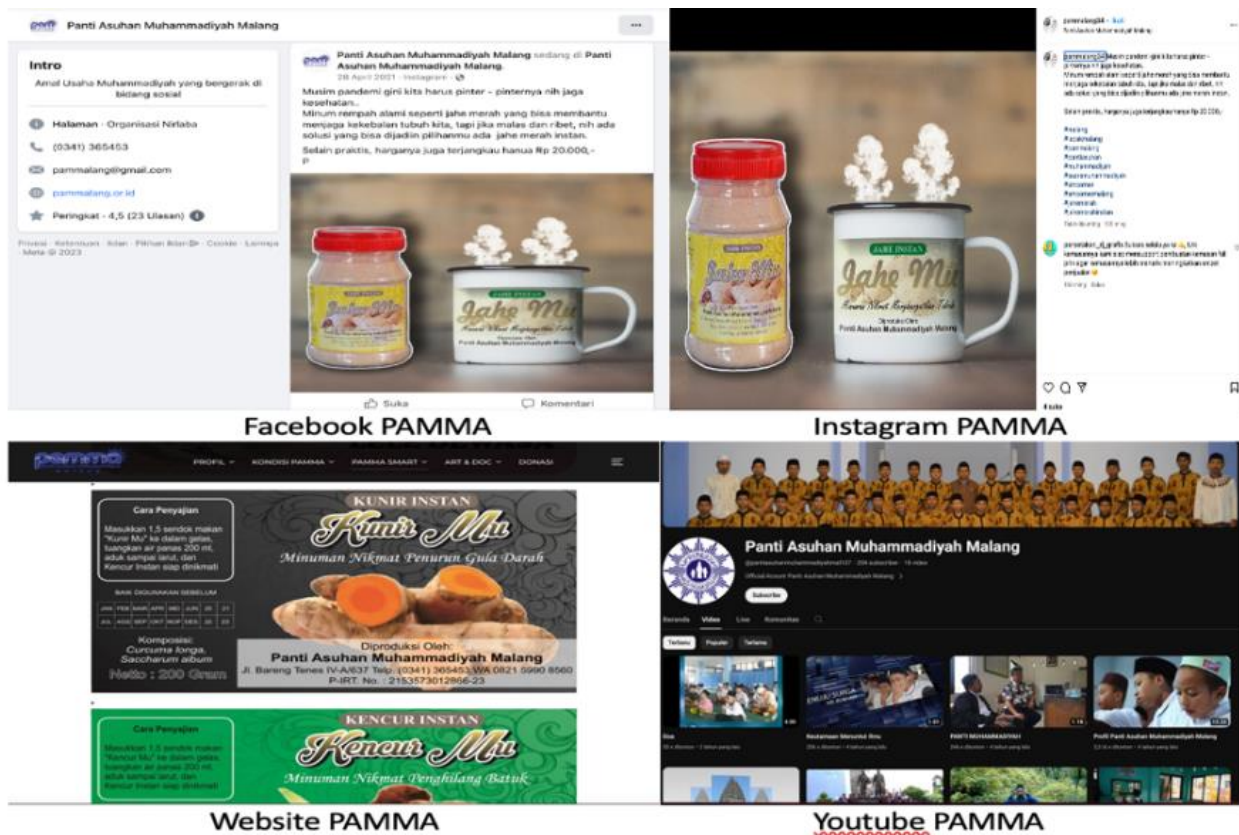


Figure 8. Social media marketing for PAMMA Herba products
(Source: Doktor Mengabdi document)

Digital marketing communication training for going digital for PAMMA Herba products also provides facilities for optimizing the marketplace that PAMMA already has for selling its products. This optimization is carried out through direct training by explaining the stages of carrying out promotions in their marketplace, starting from selecting promotional targets, and timing for promotions, to choosing promotional packages provided by the marketplace. Promotion is an important aspect in digital marketing, as explained by Kotler et al. (2019) that promotions provide benefits for products that can be recognized by the target market or potential consumers who know the products we sell. Several studies also highlight the importance of promotion in the marketplace to increase product sales (Haryati et al., 2023; William & Aripardono, 2020), and promotion even though it is carried out with strategic accuracy according to the potential target consumers and the marketplace where they sell (Lamis et al., 2022). The Figure 9 is PAMMA's marketplace documentation.

The output resulting from this training includes rebranding and digital marketing training modules for PAMMA, especially in maximizing its products to go digital. The rebranding and digital marketing module was prepared by the service team and practitioners by adjusting the needs and capacity of human resources who will manage PAMMA Herba in social media and the marketplace. The rebranding and digital marketing module contains the stages and procedures for digital marketing and carrying out promotions on social media and in the marketplace. The main use of the rebranding and digital marketing module is to make PAMMA Herba go digital so that it can expand its digital market reach and increase product sales. Figure 10 is the module documentation.

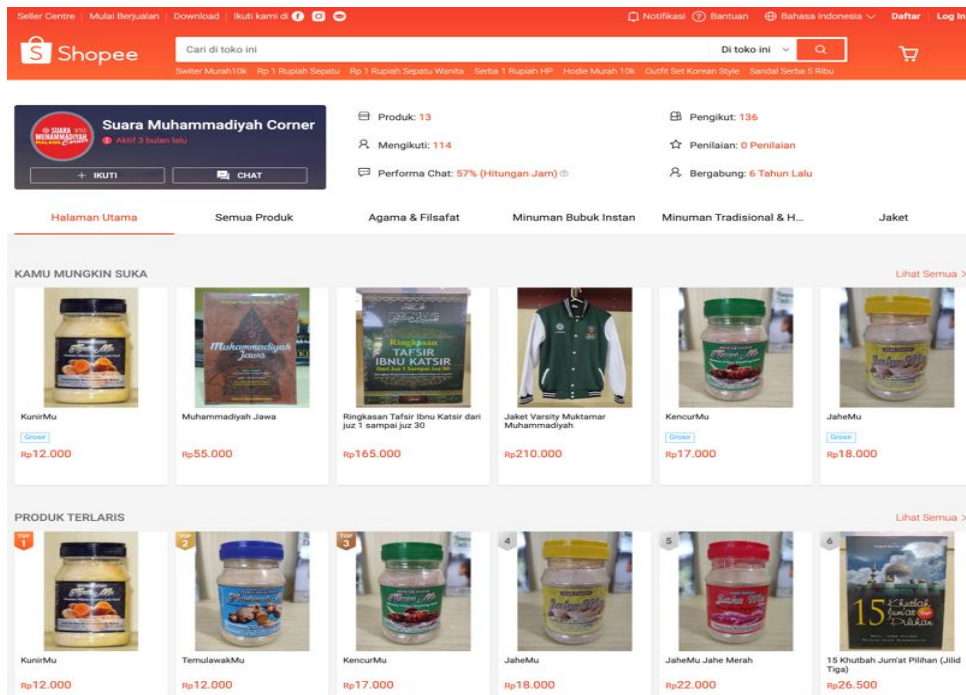


Figure 9. PAMMA product marketplace (Source: Doktor Mengabdikan Document)



Figure 10. Module of Rebranding and Digital Marketing "Go Digital" PAMMA Herba

The Rebranding and Digital Marketing Module for PAMMA Herba products has two main discussions; First, the rebranding strategy for PAMMA Herba products which includes (Chaudhri et al., 2022; Sintowoko et al., 2023): (a) The purpose of rebranding is to refresh the brand image of the herbal and natural aspects of herbal products, as well as to reach a wider market with an emphasis on health benefits. (b) Changes in brand identity to create a new brand "PAMMA HERBA," with new visual identity elements that emphasize health and naturalness, and present updated product variants, including JaheMU, Jahe Merah MU, TemulawakMU, KunirMU, and KencurMU. (c) New communication and messages to highlight the uniqueness of instant herbal products, replace the background mockup according to the color psychology of the variants, and explain the health benefits of the natural ingredients used.

Second, the digital marketing strategy for PAMMA Herba products includes (Kotler et al., 2019; Shankar et al., 2022): (a) Identifying consumers of PAMMA Herba products, starting from mapping consumer demographics, consumer behavior, to the use of digital media by consumers. (b) Identifying the characteristics of digital media as a marketing instrument for PAMMA Herba products, mapping the characteristics of social media for campaigns and advertising, and mapping the characteristics of the Tokopedia and Shopee marketplaces for selling. (c) Steps and tips for selling PAMMA Herba products in Marketplaces such as Tokopedia and Shopee, formulated through 15 steps which are a combination of organic and inorganic/robotic marketing.

CONCLUSION

This third year of community service has succeeded in maintaining the sustainability of the home industry of rhizome beverage products from PAMMA Herba, and led PAMMA Herba to go digital through rebranding and digital marketing. PAMMA Herba's go digital stage is carried out by legalizing PAMMA as a home industry and registering its processed rhizome products to obtain a PIRT Certificate. Then, after the legality of PAMMA Herba was fulfilled, facilities were prepared to go digital in the form of activating PAMMA's social media and marketplace accounts to function as digital marketing media. The process of carrying out digital marketing is supported by creating rebranding and digital marketing modules for PAMMA Herba products which contain practical guides from selling to promotions in the marketplace. By going digital, PAMMA Herba is expected to increase economic income and maintain the sustainability of the home industry of PAMMA rhizome beverage products. Suggestions for other service programs are to create promotion optimization programs and increase sales of MSME products that have penetrated the marketplace, so that the MSME industry can compete in the digital market.

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