

EMPOWERMENT OF PRODUCT PROCESSING, LICENSING, AND MARKETING ON MICRO-ENTERPRISE OF IBU NYAI'S *PISANG SALE*

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Abstract: *This service activity aimed to provide essential knowledge and information related to sanitation and marketing included licensing, which must be applied to micro-enterprises to be able to produce food products properly and safely. The Participatory Action Research approach was used in service activities focusing on empowering micro-enterprises. The service activities were coordinating with village officials, determining the site, observing the problems, and conducting the program activity. There were two programs namely the main program was socialization regarding sanitation and hygiene and its application in the production of pisang sale; and the supporting program was making a Business Certificate from the village, a Business Permit Number, flowcharts of the production process, product logos, and helping promote these products. The results included micro-enterprise owners who understand the importance of sanitation in the production process, such as washing hands before production, using head coverings, masks, gloves, aprons, special clothes for production, and wearing boots. In addition, business actors already have business legalities, such as Business Permit Number and Business Certificate, and have a better logo on their product. Marketing has been more developed by utilizing social media, namely WhatsApp, so product sales have become more expensive.*

Keyword: *Business License; Marketing; Pisang Sale Product; Product Label; Product Sanitation.*

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Received: July 28, 2023; Revised : November 22, 2023; Accepted : December 28, 2023, Year; Published : April 15, 2024

INTRODUCTION

MSME (Micro, Small, and Medium Enterprises) is an entrepreneurial activity or activity engaged in trade. MSMEs in Indonesia include various types, such as culinary, fashion, automotive, tour and travel, agribusiness, and so on¹. MSMEs have a role in improving the community's

¹ Ido Prijana Hadi, "Social Media and Product Branding for MSMEs Actors," in *Proceedings of the 7th International Conference on Social and Political Sciences (ICoSaPS 2022)*, 2022, 394–405.

economy; this impacts the social and economic quality of the community^{2 3}. One of the MSMEs active in Lemah Duhur Village is the MSME of *pisang sale*. Most of the residents in Lemah Duhur Village rely on manual labor for their livelihood. However, the condition of these SMEs does not meet sanitation and hygiene standards and still needs to have legality in their business. MSME managers need to learn about the importance of implementing sanitation and hygiene in the production process, which is one of the main factors related to food hygiene and health. These implementations would reduce microbial contamination that causes disease. In addition, the application of sanitation and hygiene is essential for food safety to ensure the safety of food products⁴. The application of sanitation in MSMEs will affect the safety of food products, as previous study⁵ reported that good sanitation would maintain the safety of healthy nut-based beverage products.

The condition of the COVID-19 pandemic has hit the whole world from 2020 to 2022⁶. This condition adds to the importance of implementing sanitation and hygiene in the food processing process to minimize the spread of viruses and minimize the occurrence of food contamination by microorganisms that can cause health problems. The condition of Ibu Nyai's *pisang sale* was initially needed to meet good sanitation and hygiene requirements fully. Starting from an environment that needed to be cleaned, with no hand washing facilities and equipment that needed to be cleaned regularly. In addition, the production process is carried out without using personal sanitation equipment such as hairnets, gloves, and masks. Also, there needs to be more knowledge related to developing and improving product quality, such as licensing, logo creation, and less extensive promotions, so that the product is less well known in the outside community. A study stated that MSMEs still need to understand their products' packaging labels⁷. Business actors must understand the importance of packaging labels because suitable labels will create consumer interest⁸. Product marketing is crucial for the success of any business, and one of the effective ways of marketing a

² Fajrin Novi Anugerah and Ida Nuraini, "Peran UMKM Dalam Menanggulangi Kemiskinan Di Provinsi Jawa Timur," *Jurnal Ilmu Ekonomi* 5, no. 1 (2021): 27–41.

³ Abdul Halim, "Pengaruh Pertumbuhan Usaha Mikro, Kecil Dan Menengah Terhadap Pertumbuhan Ekonomi Kabupaten Mamuju," *GROWTH: Jurnal Ilmiah Ekonomi Pembangunan* 1, no. 2 (2020): 157–172.

⁴ Ena Juhaina, "Keamanan Makanan Ditinjau Dari Aspek Higiene Dan Sanitasi Pada Penjamah Makanan Di Sekolah, Warung Makan Dan Rumah Sakit," *e-SEHAD* 1, no. 1 (2020): 32–44.

⁵ Angelina Rianti et al., "Penerapan Keamanan Dan Sanitasi Pangan Pada Produksi Minuman Sehat Kacang-Kacangan UMKM Jukajo Sukses Mulia Di Kabupaten Tangerang," *Jurnal Agroteknologi* 12, no. 2 (2018): 167–175.

⁶ Catrin Sohrabi et al., "World Health Organization Declares Global Emergency: A Review of the 2019 Novel Coronavirus (COVID-19)," *International Journal of Surgery* 76, no. 80 (2020): 71–76.

⁷ Gumar Herudiansyah, Mister Candra, and Reza Pahlevi, "Penyuluhan Pentingnya Label Pada Kemasan Produk Dan Pajak Pada Usaha Kecil Menengah (UKM) Desa Tebedak Ii Kecamatan Payaraman Ogan Ilir," *Suluh Abdi: Jurnal Ilmiah Pengabdian Kepada Masyarakat* 1, no. 2 (2019): 84–89.

⁸ Trientje Marlein Tamtelahitu et al., "Pelatihan Teknik Desain Logo Kemasan, Pengemasan Dan Pemasaran Produk Di Kelompok Mama Romi," *Aptekmas: Jurnal Pengabdian Kepada Masyarakat* 4, no. 3 (2021): 6–13.

product is through social media. Trulline⁹ reports that MSMEs have used social media such as Instagram, Facebook, and WhatsApp to market their products.

This community service activity is carried out by raising the title implementation of sanitation and empowerment of Ibu Nyai's *pisang sale* production in lemah duhur village, caringin sub-district, bogor, which is expected to provide knowledge regarding sanitation and hygiene in the production process to MSME owners so that these MSMEs can develop and become MSMEs more extensive and can be widely recognized in the community.

METHODS

The strategy used to achieve the expected conditions was to use the PAR (Participatory Action Research) approach, which emphasizes the empowerment of micro-enterprises in Lemah Duhur Village. This service activity was carried out for one month (period 10 – 20 August 2021) in Lemah Duhur Village, Bogor Regency, and West Java Province. This activity was carried out at the micro-enterprise of Ibu Nyai's Pisang sale, which Mrs Masriyah and Mr Iman managed. There were two programs, main and supporting programs. The main program included sanitation socialization and its application to pisang sale production. The supporting programs were applications for a business license and marketing efforts for Ibu Nyai's pisang sale products.

First, this service activity started by coordinating with Lemah Duhur village officials. After determining the site for community service activities and initial observation, sanitation and hygiene outreach activities were conducted among micro enterprise of Ibu Nyai's *pisang sale* owners. Next, activities were carried out to create business certificates at the village office and business permit numbers through the online single submission (OSS) system. The final task involved enhancing marketing efforts, such as designing process flow charts, logos, and digital promotional systems.

Sanitation socialization

Socialization was very much needed for MSMEs because of a need for knowledge of the importance of sanitation and hygiene in the production process.

Application of business license

Legality in an MSME is fundamental; according to Law 20/2008¹⁰, Micro, Small, and Medium

⁹ Putri Trulline, "Pemasaran Produk UMKM Melalui Media Sosial Dan E-Commerce," *Jurnal Manajemen Komunikasi* 5, no. 2 (2021): 259–279.

¹⁰ Undang-Undang RI, *Undang-Undang Nomor 20 Tahun 2008 Tentang Usaha Mikro, Kecil Dan Menengah* (Indonesia, 2008).

Enterprises conducting their business must have proof of business legality.

Marketing techniques

The marketing technique was to carry out promotions by using social media as a marketing medium to add more customers. Also, the logo and brand of pisang sale products should be improved.

RESULTS AND DISCUSSION

Three stages of implementation have been carried out in service activities successively, namely socialization and implementation of sanitation (August 11), preparation of business certificates or permits (August 13), and assistance with the marketing of Ibu Nyai's *pisang sale* products (August 13-18).

Sanitation and hygiene in MSME of Ibu Nyai's *pisang sale* processing

According to Perka-BPOM RI Number HK.03.1.23.04.12.2206 of 2012 concerning Good Manufacturing Practices for Home Industry, sanitation is an effort to prevent the possibility of growth and proliferation of spoilage and pathogenic microorganisms in equipment and buildings that can damage and harm, while hygiene is all efforts to maintain and enhance the degree of health. Counseling on sanitation and hygiene needs to be carried out for the MSME of Ibu Nyai's *Pisang sale* Production House because they see that the production conditions do not yet meet good and correct sanitation and hygiene. This condition can be seen from the statement of MSME managers who do not understand the importance of sanitation and hygiene. This result is in line with Rianti¹¹ and Rohmat¹², who stated that, in general, MSMEs need to understand the importance of sanitation in maintaining the safety of their business products.

A production flow diagram is an image that can explain a food's production process, making it easier to understand. At first, the MSME of Ibu Nyai's *Pisang sale* Production House, need to learn what a production flow chart meant, how to make it, and why it was needed. So, it is necessary to do counseling about the production flow chart and how to make it. After that, the MSME of the *pisang sale* want a production flow chart in their production area. However, due to computer limitations, a flowchart was made by following and asking about all the production processes, from

¹¹ Rianti et al., "Penerapan Keamanan Dan Sanitasi Pangan Pada Produksi Minuman Sehat Kacang-Kacangan UMKM Jukajo Sukses Mulia Di Kabupaten Tangerang."

¹² Saepul Rohmat et al., "Peningkatan Sanitasi Dalam Proses Pembuatan Tahu Dan Pengemasandiumkm Tahu Favorit Cisalopa, Desa Cinagara, Kabupaten Bogor, Jawa Barat," *Jurnal Penamas Adi Buana* 5, no. 2 (2022): 143–154.

bananas coming from suppliers to selling bananas that are ready to be marketed. The flowchart of the process for making Ibu Nyai's *pisang sale* can be seen in Figure 1.

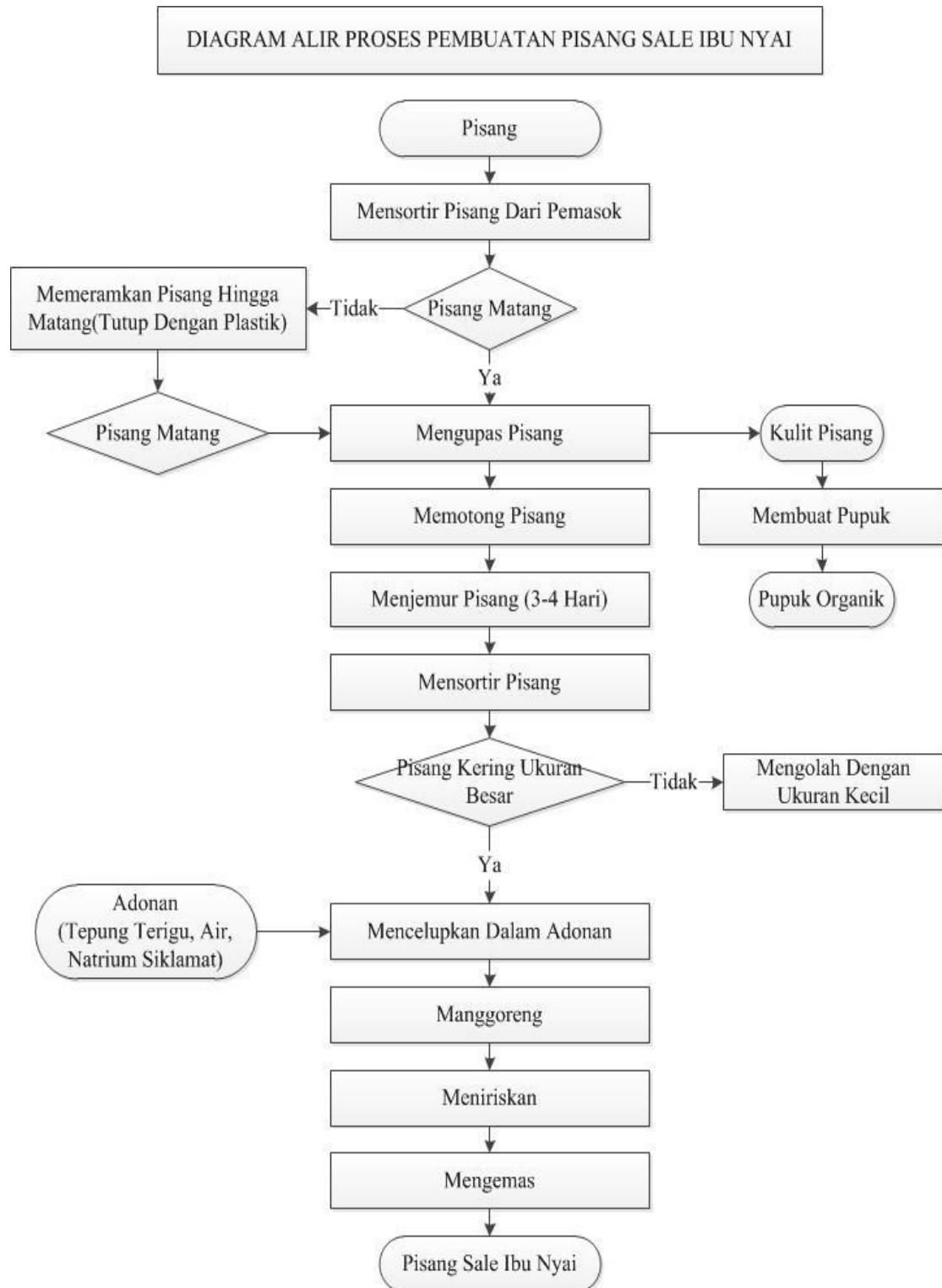


Figure 1. Process flowchart of Ibu Nyai's *pisang sale* production (in Indonesia, in accordance with that placed in the Ibu Nyai's *pisang sale* production house)

A company needs process flow diagrams to document existing process standards so that they can be used as guidelines in carrying out the production process. In making flowcharts, the first thing to do is to observe the manufacturing process directly from the beginning to the end at the production house. After that, a draft flow chart sketch is made. There are ten stages involved in the process of making *pisang sale*. They are 1) sorting ripe and unripe Ambon lumut bananas, 2) peeling the ripe bananas only (the unripe bananas will be ripened first to speed up the ripening process), 3) cutting them into a slice, 4) drying the slices of bananas under sunlight approximately 3-4 days, 5) sorting dry and slightly brownish bananas, 6) dipping the bananas into the dough made with flour, water, and sodium cyclamate, 7) frying the mixture of *pisang sale*, 8) draining the cooked *pisang sale*, 9) cooling them at room temperature, and 10) packing them using a packaging that has been given a logo.

Therefore, it is necessary to provide some information and understanding regarding sanitation and hygiene in production parts that need to be improved. These parts such as during a vital production process using special production clothes with complete attributes such as head coverings, masks, gloves, aprons, special production clothes and wearing boots. The uniforms worn must be cleaned and washed every day, and clean the equipment used regularly to ensure and minimize the possibility of bacterial contamination of the product¹³. The condition of MSME of Ibu Nyai's *pisang sale* had not previously implemented good sanitation and hygiene due to limited knowledge. According to the Ministry of Health of the Republic of Indonesia, in 2003, food hygiene and sanitation is an effort to control food, human, place, and equipment factors that can cause disease or health problems. There are six principles or standards in food management sanitation and hygiene: selecting food ingredients, storing food ingredients, processing food, storing finished food, transporting food, and serving food. Sanitation in food processing includes 1) the food processing place must meet the technical requirements for sanitary hygiene to prevent the risk of contamination, 2) the menu is prepared to take into account the order, availability of ingredients, diversity of food variations, and processing time, 3) ingredients are selected to dispose of damaged ingredients, 4) compounding of ingredients, preparation of spices, preparation of processing must be carried out according to stages, 5) equipment must be made from food grade materials, not soluble in acidic or alkaline conditions, not emitting hazardous materials and toxic heavy metals, and 6) prioritize long-lasting cooking food. The production process of *pisang sale* at the peeling, cutting, and arranging for drying stages using head coverings, masks, gloves for workers

¹³ Agil Putra Bimantara and Rr. Juni Triastuti, "Penerapan Good Manufacturing Practices (GMP) Pada Pabrik Pembekuan Cumi-Cumi (*Loligo Vulgaris*) Di PT. Starfood Lamongan, Jawa Timur," *Journal of Marine and Coastal Science* 7, no. 3 (2018): 111–119.

can be seen in Figure 2.



Figure 2. Peeling, cutting, and arrangement process for drying

After counseling on sanitation and hygiene issues in production houses, they apply good sanitation and hygiene. Several ways of implementing sanitation and hygiene that have been carried out in the *pisang sale* production house are by getting used to washing hands with soap. A simple handwashing area has been created, which is placed close to the production kitchen for easy access. This habit aims to prevent the spread of bacteria and viruses from hands to products that can endanger human health. Make sure to use equipment that has been washed with soap beforehand. Using gloves and masks during production is also implemented. This equipment is urgently needed to protect ourselves from transmitting diseases and viruses because the hands and mouth are among the fastest-spreading organs of bacteria and viruses. A head covering has also been used during the production process so that no hair will fall and enter the food during processing, which will disturb consumers by finding strands of hair in *pisang sale* products. Therefore, hair must be covered using a hat/mob cap/ hair net. The use of croton cloth in the drying process at the sale banana production site can be seen in Figure 3.



Figure 3. Use of croton cloth in the drying process

In the process of drying *pisang sale* at Ibu Nyai's production house, the drying is done outdoors, which must be exposed to direct sunlight, causing many insects to land on it. To avoid this, MSMEs need to use a cover in the form of a thin cloth, which can reduce banana contamination from insects that perch on it. Drying the bananas is covered using Croton so the insects that land do not directly touch the bananas. The sanitation and hygiene implemented by the MSME of *pisang sale* Ibu Nyai are now quite good and following RI Minister of Health No. 942/Menkes/SK/VII/2003. Because MSME owners have applied the principles of food sanitation and hygiene, starting from the cleanliness of the place, equipment, and cleanliness during the production process. The knowledge level of MSME owners regarding food sanitation and hygiene and its application is also quite good. That later it is hoped that the application of sanitation and hygiene can continue to be sustainable at the MSME of *pisang sale* Ibu Nyai production house.

Licensing for MSME of *pisang sale*

In the context of doing business, a business license is crucial. Business legality for MSMEs is a necessity for the perpetrators. Business license protects business actors, obtain certainty, and guarantee security and comfort in doing business. It encourages business actors to contribute optimally in absorbing labor, supplying goods and services needed by the community, increasing production-added value, and disseminating entrepreneurial growth¹⁴. Also, a business license can make it easier for MSME to carry out their daily business activities. Business licenses have a

¹⁴ Heri Kusmanto and Warjio, "Pentingnya Legalitas Usaha Bagi Usaha Mikro Kecil Dan Menengah," *JUPIIS: Jurnal Pendidikan Ilmu-Ilmu Sosial* 11, no. 2 (2019): 324–327.

fundamental function when working with third parties or when they need additional capital through loans or participation. Also, having a business license can prevent costly sanctions and protect reputation and goals. This explanation is the basis for counseling and assistance regarding licensing in this service activity. This activity begins with counseling regarding the importance of licensing in product sales activities, where the owner needs to learn the importance of business licensing for an MSME. After counseling, the next activity is to prepare documents to obtain a business certificate from the village office and a business permit number via the online single submission (OSS) platform.

One of the provisions governing MSMEs is Law 20/2008¹⁵, which stated that small businesses are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or are part of either directly or indirectly from medium or large businesses that meet the criteria for small businesses. Meanwhile, medium-sized businesses are productive economic businesses that stand alone and are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with small businesses or large businesses with a total net worth. Currently, the permits that apply to MSMEs conventionally are Business Certificates/Surat Keterangan Usaha (SKU) and online, namely Business Identification Numbers/Nomor Izin Berusaha (NIB). This Business Certificates is a business permit issued by officials such as the sub-district or village, SKU is one of the essential documents every business owner must have. This Business Certificates proves that the local government has recognized a business. Business Certificate owned by Ibu Nyai or Ibu Masriyah can be seen in Figure 4.

At the time of the issuance of Government Regulation No. 24 of 2018¹⁶ Concerning Electronically Integrated Business Licensing Services, there was an online-based business licensing process, namely Online Single Submission (OSS). OSS is a business permit issued by the OSS Agency for and on behalf of the minister, head of institution, governor, or regent/mayor to business actors through an integrated electronic system. OSS itself functions as the only gateway for business license applications. This regulation allows MSME actors to register their businesses online with the government. As a result of registration, MSME will get a Business Identification Number/*Nomor Izin Berusaha* (NIB), an entrepreneur's ID for doing business. Ownership of a

¹⁵ RI, *Undang-Undang Nomor 20 Tahun 2008 Tentang Usaha Mikro, Kecil Dan Menengah*.

¹⁶ Pemerintah Indonesia, *Peraturan Pemerintah Nomor 24 Tahun 2018 Tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik* (Indonesia, 2018).

business permit impacts legal protection for an MSME to stand and operate^{17 18}. So, based on the results of Business ID number registration through OSS, it was found that the Government of the Republic of Indonesia issued risk-based permits with a business registration number: 1908210013384 to Ibu Marsiyah or Ibu Nyai's MSME, valid on August 19, 2021. The list of business fields for Ibu Nyai's *pisang sale* can be seen in Table 1.



Figure 4. Business certificate of Ibu Nyai's *pisang sale* (in Indonesia generated from village of Lemah Duhur)

¹⁷ Christya Aji Putra et al., "Pendampingan Pembuatan Nomor Induk Berusaha (NIB) Untuk Pengembangan UMKM Di Kelurahan Tlumpu Melalui Online Single Submission (OSS)," *I-com: Indonesian Community Journal (Jurnal Pengabdian Kepada Masyarakat)* 2, no. 2 (2022): 149–157.

¹⁸ Taufikurrahman, "Pendampingan Dan Pengurusan Legalitas UMKM Berupa Nomor Induk Berusaha (NIB) Melalui Sistem Online Single Submission (OSS) Di Desa Kramatagung Kecamatan Bantaran Kabupaten Probolinggo," *Al Khidmah: Jurnal Pengabdian Kepada Masyarakat* 3, no. 1 (2022): 149–157.

Table 1. Business activities of MSME-scaled KBLI (Klasifikasi Baku Lapangan Usaha Indonesia) of low-risk single licensing (in Indonesian generated from OSS)

No.	Kode KBLI	Judul KBLI	Lokasi Usaha	Klasifikasi Risiko	Perizinan Berusaha		Jenis Produksi	Nomor SNI dan/atau SH*
					Jenis	Legalitas		
1	10799	Industri Produk Makanan Lainnya	KP.LEGOK, Kel. Lemah Duhur, Kec. Caringin, Kab. Bogor, Provinsi Jawa Barat Kode Pos: 16730	Rendah	NIB	Untuk persiapan operasional, dan/atau komersial kegiatan usaha	Makanan Ringan	SJPH difasilitasi BPJPH

Marketing using social media

A logo is a graphic element in the form of an ideogram, symbol, emblem, icon, or sign used as a brand symbol. The logo is the main attribute of the brand, it physically provides self-branding that other manufacturers cannot imitate and the hallmark of the product¹⁹. A good logo is easy to read, understand, remember, coherent, and simple so that it is easy to recognize²⁰. Even though the MSMEs of Ibu Nyai *Pisang sale* Production House have been established since 2011, this MSME does not yet have their logo and brand; the owners also refuse to be assisted in making a logo. After all, most consumers still from these MSMEs is a reseller, so there is a need for counseling so that MSME of *Pisang sale* is willing to have its brand and logo.

Firstly, the counseling given is the understanding that if a product does not have a brand and logo, then the product cannot develop because brands and logos are essential for a product. In addition, the understanding that resellers can still sell these products even though MSMEs use their brands and logos so there is no need to worry if the *pisang sale* will no longer sell. After explaining the logo, even though it was not easy, the MSMEs finally agreed to be assisted in making the logo and the banana sale brand with the hope that the existence of the logo and brand would make it easier for the product to be better known by the public and have more and more consumers.

Secondly, in making the brand and logo for the *pisang sale*, the first thing to do is ask the MSME owners what brand they wanted. Then they suggested "Ibu Nyai," so it is agreed that Ibu Nyai's *Pisang sale* was the brand used. After selecting the product brand, the next stage is the logo

¹⁹ Angela Oscario, "Pentingnya Peran Logo Dalam Membangun Brand," *Jurnal HUMANIORA* 4, no. 1 (2013): 191–202.

²⁰ Abrar Hiswara and Achmad Noe'man, "Pelatihan Desain Grafis Bagi Siswa SMK Global Persada Mandiri Bekasi," *JUCOSCO: Journal of Computer Science Contributions* 2, no. 1 (2021): 71–78.

creation process which is carried out using a smartphone and a logo maker application. Due to the limitations of MSME owners in making their logo, the logo creation is carried out by service team members as one of the work programs that needed to be carried out. In the process of making it, the MSME owner does not make any requests, and after the logo was finished, it is shown to the MSME owner, and the logo was approved. The approved logo design for Ibu Nyai's *pisang sale* products can be seen in Figure 5.



Figure 5. Product logo of Ibu Nyai's *pisang sale*

Ibu Nyai's *Pisang sale* logo, means that the background color is yellow, and the image of a banana indicates that the essential ingredients of the product being marketed are bananas. The image of old woman in the logo is interpreted as Ibu Nyai. So, the logo with a yellow background, a picture of a banana, and a picture of an old woman has the same meaning as the brand used, namely Ibu Nyai's *Pisang sale*. Moreover, the tagline, "Kriuknyaaa Kresss Bangett !!!" can make the product more memorable.

In addition, producers can offer products to be noticed, requested, searched for, purchased, used, or consumed by the market to fulfill market needs or desires. Marketing of a product for business actors must be considered because business actors without proper marketing and promotion, the products will be challenging to recognize in the community. Initially, the MSME of Ibu Nyai's *Pisang sale* Production House has yet to carry out widespread promotions and has consumers and resellers only by word of mouth. So, we conducted counseling about the

importance of marketing MSME products to increase sales of *pisang sale* products for Ibu Nyai. Counseling is given, such as making a logo that previously did not exist because promotion would be difficult to do when there was no clear logo and brand. After that, we promote it on social media, hoping more people will know about Ibu Nyai's *pisang sale*. Although it has not shown significant results, it is hoped that marketing efforts through social media can provide good results in the future and realize the wishes of MSME *pisang sale* owners to market their products in large shops such as gift shops. Promotion and sales of *pisang sale* products carried out through social media can be seen in Figure 6.



Figure 6. Product promotion through online media

Product promotion can be done online or offline. Promotion strategies include public relations, such as selling to close relatives, social media through WhatsApp (WA), personal sales, and resellers²¹. Social media allows consumers to share text, image, audio, and video information

²¹ Dessy Andamisari, "Penggunaan Status Whatsapp Sebagai Digital Marketing Warga Kecamatan Medan Satria

with companies and vice versa²². The role of social media is increasingly recognized in boosting business performance. Social media allows small businesses to change how they communicate with customers, market their products and services and interact with customers to build good relationships. Abdullah and Tantri²³ stated that if a brand/product is to be launched, then social media is used to disseminate information that is of a nature to make friends or followers curious.

Product promotion targets are family, neighbors, and colleagues, as well as small stalls. The surrounding community will help spread information about the product more widely. Along with the development of technology, promoting a product can be easier and more efficient. Promotion through social media is the first step in online competition; promotion with social media can be started in an application such as WhatsApp (WA). According to Asriani²⁴, the marketing system via the internet (internet marketing) is a form of technological progress that allows the realization of one-on-one marketing, where consumers can interact directly, in real-time, and two-way (interactive) with companies that sell products or services. With this, relatives and distant friends will know about the products sold. This method makes the product more well-known to outsiders, attracting people to sell it as resellers. Resellers work closely with suppliers in product promotion and sales.

CONCLUSION

This service activity includes outreach about the importance of food processing sanitation, business licensing, and the use of logos and marketing through online media. The activity went well and smoothly. After implementing this service program, MSME owners have understood the importance of sanitation in production, such as washing hands before production, using head coverings, masks, gloves, aprons, special clothes for production, and wearing boots. The importance of legality in doing business, *pisang sale* products now have business legality, such as Business Permit Number/Nomor Izin Berusaha (NIB) and Business Certificate/Surat Keterangan Usaha (SKU), and already have an essential feature on the packaging, namely the logo. Marketing has now been more developed by utilizing social media, namely WhatsApp, so product sales have become more expansive.

Bekasi Di Era New Normal,” *Jurnal Lugas* 5, no. 1 (2021): 66–72.

²² Vini Putri Fauzi and Evawani Elysa Lubis, “Pemanfaatan Instagram Sebagai Social Media Marketing Corner Boutique Dalam Membangun Brand Awareness Di Kota Pekanbaru,” *JOM FISIP* 3, no. 1 (2016): 1–15.

²³ Thamrin Abdullah and Francis Tantri, *Manajemen Pemasaran* (Depok: PT. Raja Grafindo Persada, 2012).

²⁴ Asriani, “Pemanfaatan Internet Marketing Dalam Pemasaran Produk Unggulan Pertanian Provinsi Gorontalo,” *Jurnal Komunikasi Kareba* 1, no. 3 (2011): 249–257.

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