

BUSINESS COMMUNITY EMPOWERMENT: BRANDING OPTIMIZATION, PRODUCT DIVERSIFICATION AND DIGITAL MARKETING

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Abstract: *The Village SDGs are an effort to create a village without poverty and hunger, a village with an even economic growth, a women-friendly village, a networked village, and a culturally responsive village to accelerate the achievement of the Sustainable Development Goals. Dusun Krajan is one of the villages part located at the western tip of Jember Regency. This village is a village that has a variety of potential, both in terms of natural resource potential and the potential for an abundant population. However, this potential cannot yet be utilized optimally. Many residents of Tanggul Wetan Village are still below the poverty line. There are several business communities located in Tanggul Wetan village, especially in Karajan hamlet. Various potential factors and the conditions of the community in this village indicate a deep need to carry out empowerment programs. To achieve the Tanggul Wetan Village SDGs, the service team carried out an analysis of the potential and problems that exist in Dusun Krajan. The problem is the knowledge of society especially in Dusun Krajan about how to build a good business is relatively low and there are no socialization or training about how to skill up their potential resources. Based on the results of the problem analysis, the service team from Jember University designed a community service activity, which was packaged in the form of training, guidance and mentoring, or the community to create a village without poverty and hunger. After this community service conducted, the knowledge of the society especially in Dusun Krajan about the branding optimization, product diversification and digital marketing increased.*

Keywords: *Business Empowerment; Community Service; Village SDGs.*

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INTRODUCTION

Dusun Krajan, located in Jember Regency, is one of the areas that requires special attention in the context of community empowerment. There are still many residents of Dusun Krajan who are below the poverty line even though this village actually has various potentials. Dusun Krajan has potential natural and environmental resources that can be utilized to improve community welfare¹. There are several business communities located in Tanggul, especially in Dusun Karajan. Dusun Krajan is an area that is rich in agricultural products in the form of bananas, but this wealth

¹ Cintantya Adhita Dara Kirana and Rike Anggun Artisa, 'Pengembangan Desa Wisata Berbasis Collaborative Governance Di Kota Batu', *Kolaborasi: Jurnal Administrasi Publik*, 6.1 (2020), 68–84 <<https://doi.org/10.26618/kjap.v6i1.3119>>.

has not yet been processed and managed optimally. Various potential factors and the conditions of the community in this village indicate a deep need for an empowerment program. With this business community, it can attract and employ people who don't have jobs. There are several business communities in Dusun Krajan, including Siti Alfiyah Cake and Bakery, Arini Bakery, Dapur 99, and Dwi Patrisary. There are still several problems that face by the community services in Dusun Krajan, Tanggul Wetan including there is a shortage of skilled human resources and managerial expertise, coupled with insufficient access to training and development programs.

The business community in Dusun Krajan faces increasingly complex and competitive challenges in the current era of globalization and advances in information technology. To remain relevant and grow, the business community must be able to adapt to market changes and optimize their business strategies^{2,3}. The three main aspects that emerge as the main pillars in achieving this success are branding optimization, product diversification, and implementing digital marketing strategies. Branding is not just about the logo or name of the business community, but also about the image and values represented. By optimizing branding, the business community can strengthen the business community's identity in the eyes of consumers, creating a strong and positive impression. Optimizing branding helps increase the competitiveness of the business community in the market.

Product diversification helps the business community reduce business risks by not relying on just one product or service. By offering a variety of products, the business community can more easily overcome market fluctuations and changes in consumer trends⁴. Diversification allows the business community to gain a larger market share by meeting the needs and preferences of diverse consumers. This creates opportunities for long-term business growth. Digital marketing allows the business community to reach a wider and more segmented audience. Through online platforms, the business community can interact with potential consumers in various geographies, increase brand exposure, and expand their marketing reach. By combining branding optimization, product diversification, and digital marketing, the business community can build a strong foundation for long-term growth. Flexibility, adaptability and creativity in facing market changes will be the key to

² Nasser Fegh-hi Farahmand, 'Strategic Planning and Innovation: Driving Growth and Sustainability in Organizations', *Journal of Business and Economic Options*, 2.1 (2019), 26–34.

³ Ana Sopanah, Zahir Rusyad, and Zulkarnain Zulkarnain, 'Optimizing Small Business Management through Collaborative Training and Education in Business Applications', *TGO Journal of Community Development*, 1.2 (2023), 45–50 <<https://doi.org/10.56070/jcd.2023.008>>.

⁴ Theodor Purcărea and others, 'Major Shifts in Sustainable Consumer Behavior in Romania and Retailers' Priorities in Agilely Adapting to It', *Sustainability*, 14.3 (2022), 1–51 <<https://doi.org/10.3390/su14031627>>.

success in achieving and maintaining competitive advantage^{5,6,7}.

In accordance with the Regulation of the Minister of Villages, Development of Disadvantaged Regions and Transmigration Number 7 of 2023, the priority of village development is developing local economic potential, sustainable use of natural resources and the environment as well as developing the productive and entrepreneurial economic capacity of village communities. The business community in Tanggul Wetan village is staffed by women who are housewives who join into one business community making various cake preparations⁸. There are several products produced, but the superior product from this processed cake is bolen cake. Currently, the bolen cake produced is limited to banana bolen and marketing is only by word of mouth without any effort to do digital marketing. Women who are members of the business community are women who are socio-economically vulnerable (PRSE)^{9,10}.

Therefore, it is very necessary to take empowerment steps which are expected to have a positive impact on the residents of Tanggul Wetan Village. Women who are involved in the business community can increase their income, which in turn can help reduce poverty levels in the community. By empowering women economically, they can become active contributors to local economic development. This creates jobs, increases productivity, and supports sustainable economic growth. Empowering women helps reduce the gender gap. By providing equal access to economic opportunities, women can have a more significant role in social and economic life¹¹. There is previous community services held in Tanggul Wetan conducted by Altair et al entitled Assistance for Tanggul Wetan Village MSMEs in Obtaining Business Identification Numbers¹².

⁵ Mohamad Afrizal Miradji and others, 'Inovasi Dalam Manajemen Strategi: "Membangun Keunggulan Kompetitif Di Era Digital"', *Jurnal Manajemen Dan Bisnis*, 2.1 (2024), 28–38 <<https://doi.org/10.36456/jms.v2i1.8913>>.

⁶ Habib Fandika, Andriyansah Andriyansah, and Fajar Rakasiwi Syamsuddin, 'Adaptasi Karyawan UMKM Terhadap Perubahan Lingkungan Bisnis Untuk Meningkatkan Kinerja', *Jurnal Penelitian Inovatif*, 4.2 (2024), 491–98 <<https://doi.org/10.54082/jupin.348>>.

⁷ Novi Yanti and others, 'Tantangan Masa Depan: Adaptasi Anatomi Organisasi Di Era Digital', *Jurnal Teknologi Pendidikan Dan Pembelajaran | E-ISSN: 3026-6629*, 2.1 (2024), 6–12.

⁸ Prima Prihatini, 'Pelatihan Digital Marketing Dalam Upaya Meningkatkan Penghasilan Ibu Rumah Tangga Majlis Taklim Perempuan Kecamatan Jatiyoso', *ABDIKAN: Jurnal Pengabdian Masyarakat Bidang Sains Dan Teknologi*, 1.2 (2022), 264–70 <<https://doi.org/10.55123/abdiikan.v1i2.309>>.

⁹ Willya Achmad, 'Socially and Economically Vulnerable Women: Building Strategies to Move Out of Poverty', *Prisma Sains: Jurnal Pengkajian Ilmu Dan Pembelajaran Matematika Dan IPA IKIP Mataram*, 11.2 (2023), 316–24 <<https://doi.org/10.33394/j-ps.v11i2.7486>>.

¹⁰ Husni Thamrin, Agus Suriadi, and Munzaimah Masril, 'Community Empowerment in Establishing Business Groups for Social and Economic Vulnerable Women in Neglected Railway Rel Areas in Sukadamed Village, Medan Polonia District', 2020.

¹¹ Sarah Bradshaw, Joshua Castellino, and Bineta Diop, 'Women's Role in Economic Development: Overcoming the Constraints', in *Did the Millennium Development Goals Work?* (Policy Press, 2017), pp. 191–216 <<https://doi.org/10.51952/9781447335719.ch008>>.

¹² Hafiz Rafi Altair and others, 'Pendampingan UMKM Desa Tanggul Wetan Dalam Memperoleh Nomor Induk Berusaha (NIB)', *Jumat Ekonomi: Jurnal Pengabdian Masyarakat*, 5.2 (2024), 71–75 <<https://doi.org/10.32764/abdimasekon.v5i2.3911>>.

This community services focuss on Obtaining Business Identification Numbers for business communities in Tanggul Wetan. Since there are still no training about branding optimization, product diversification, and implementing digital marketing strategies, the community service team from Universitas Jember initiate to held a training for business communities especially in Dusun Krajan to strengthen the business community's identity in the eyes of consumers, creating a strong and positive impression.

To overcome the problems faced by partners and based on facts in the field, it is necessary to provide training, mentoring and mentoring for the community in Dusuk Krajan^{13,14}. Jember University as an LPTK in Jember is committed to advancing villages in Jember. Therefore, the service team proposed a community service activity entitled "Empowerment of the Tanggul Wetan Village Business Community: Optimizing Branding, Product Diversification and Digital Marketing to Realize the SDGs of Tanggul Wetan Village towards a Madani and Prosperous Village". Through this activity, residents of Tanggul Wetan Village were introduced to good product branding, marketing products on digital platforms, and how to process products into varied products that are able to compete with current trends.

METHOD

The implementation method of this community service program adopts a participatory approach, focusing on the empowerment of business communities in Krajan Hamlet. This program is targeted at micro-business owners engaged in food production, particularly those who still rely on conventional marketing methods and have yet to utilize digital technology. The activity is conducted in Krajan Hamlet, Tanggul Wetan Village, Jember Regency, which was chosen due to the presence of several growing business communities, facilitating participant involvement in the program. The strategy employed in this initiative includes training and direct mentoring to enable participants to understand and independently implement digital marketing strategies^{15,16,17}. Data

¹³ Muhammad Habbib Khirzin and others, 'Pemberdayaan Peternak Kambing Di Desa Tambong Kabupaten Banyuwangi Melalui Pelatihan Pemeliharaan Dan Perawatan Kesehatan Ternak', *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, 6.4 (2022), 1914–19 <<https://doi.org/10.31764/jpmb.v6i4.11632>>.

¹⁴ Mochamad Arif Zainul Fuad and others, 'Pendampingan Dan Analisis Kelayakan Usaha Kerupuk Ikan "Abizar" Di Desa Pangkahkulon', *International Journal of Community Service Learning*, 5.3 (2021), 199–211 <<https://doi.org/10.23887/ijcs1.v5i3.36024>>.

¹⁵ Mamdouh Alenezi, 'Digital Learning and Digital Institution in Higher Education', *Education Sciences*, 13.1 (2023), 1–18 <<https://doi.org/10.3390/educsci13010088>>.

¹⁶ Mohammed Almansour, 'Business Incubators and Entrepreneurial Training: Leveraging Technological Innovations and Digital Marketing', *IEEE Transactions on Engineering Management*, 71.7 (2022), 13586–97 <<https://doi.org/10.1109/TEM.2022.3180212>>.

¹⁷ Jo Royle and Audrey Laing, 'The Digital Marketing Skills Gap: Developing a Digital Marketer Model for the Communication Industries', *International Journal of Information Management*, 34.2 (2014), 65–73 <<https://doi.org/10.1016/j.ijinfomgt.2013.11.008>>.

collection techniques used in this program include direct observation of business conditions before and after the training, structured interviews to identify participants' needs and challenges, and questionnaires administered before and after the training to measure improvements in participants' understanding and skills. The collected data is analyzed using both qualitative and quantitative descriptive methods. Qualitative analysis is employed to understand behavioral patterns, challenges, and the needs of business owners regarding digital marketing, while quantitative analysis is conducted by comparing the results of pre-test and post-test questionnaires to assess the effectiveness of the training.

Based on the problems faced by partners and the solutions offered, this service activity uses the ADDIE (Analysis-Design-Development-Implementation-Evaluation) model. The Analysis-Design-Development-Implementation-Evaluation (ADDIE) model which emerged in the 1990s was developed by Reiser and Mollenda^{18,19}. One of ADDIE's functions is to provide guidance in building training program equipment and infrastructure that is effective, dynamic and supports the performance of the training itself. The community service method can be seen in Figure 1.



Figure 1. Community Service Methods

¹⁸ Lailatul Qomariah, Mustajab Mustajab, and Khotibul Umam, 'The Implementation of Kurikulum Merdeka with the ADDIE Model Design in Islamic Religious Education Learning', *EDUTEC: Journal of Education And Technology*, 7.2 (2023), 529–42 <<https://doi.org/10.29062/edu.v7i2.687>>.

¹⁹ Ni Nyoman Sri Suarthadi, 'Penerapan Model Pembelajaran ADDIE (Analysis Design Development Implementation Evaluation) Sebagai Upaya Meningkatkan Aktivitas Dan Hasil Belajar Siswa Pada Mata Pelajaran IPA Kelas IV SD No. 1 Bontihing Tahun Pelajaran 2010/2011', *Skripsi (Tidak Diterbitkan)*. Jurusan Pendidikan Guru, 2011.

RESULTS AND DISCUSSION

The training participants are members of a business community located in Krajan Village, Tanggul Wetan Village. This business community includes : Siti Alfiyah cake and bakery, Dapur 99, Dwi Pattisary, and some residents in Dusun Krajan. The solution offered to overcome the problems faced by the community in Dusun Krajan, Tanggul Wetan Village, is to provide training, mentoring and mentoring to residents and the business community in Tanggul Wetan Village regarding optimizing branding, product diversification and digital marketing. This activity is carried out by a service team consisting of lecturers who have certificates in the fields of entrepreneurship and digital marketing. This activity aims to strengthen the identity of the business community in the eyes of consumers, creating a strong and positive impression. Optimizing branding helps increase the competitiveness of the business community in the market. Product diversification helps the business community reduce business risks by not relying on just one product or service. By offering a variety of products, the business community can more easily overcome market fluctuations and changes in consumer trends.

Diversification allows the business community to gain a larger market share by meeting the needs and preferences of diverse consumers. This creates opportunities for long-term business growth. Digital marketing allows the business community to reach a wider and more segmented audience²⁰. Service activities are packaged by implementing the ADDIE (Analysis-Design-Development-Implementation-Evaluation) training model. The training cycle consists of five stages, namely: (1) Analysis of the needs of the Tanggul Wetan Village community for assistance and training; (2) Design of the training approach to be implemented; (3) Development of training materials; (4) Implementation of service activities consisting of training, mentoring and mentoring stages until the Tanggul Wetan Village community is able to develop their business; and (5) Evaluation, where at this stage an evaluation of activities is carried out.

Training was carried out for residents in Dusun Krajan who had joined a business community. Some of the activities that will be carried out in this training are as follows:

1. Deepening the understanding of training participants regarding determining the main objectives of product branding training, namely increasing brand awareness, improving brand image, or increasing sales. The team ensures that these goals can be measured concretely and realistically.
2. Brand and Market Analysis Training: The community service team carries out an in-depth analysis of the brand and its position in the market.

²⁰ Teresa Piñeiro-Otero and Xabier Martínez-Rolán, 'Understanding Digital Marketing—Basics and Actions', *MB4: Theory and Application of Business and Management Principles*, 2016, 37–74 <https://doi.org/10.1007/978-3-319-28281-7_2>.

3. Training Identification of strengths, weaknesses, opportunities and threats related to brands and products²¹.
4. Target Audience Identification Training: Identify who the target audience is for the product to be created. Understand consumer needs, preferences and behavior.
5. Brand Message Development Training: Developing a brand message that is clear, cohesive and relevant to the needs of the target audience. The message should reflect the brand's values and differentiate the product from competitors.
6. Training in Creating Visual Identity and Branding Design: Brand visual identity which includes logos, colors, typography and other design elements. Ensure consistency in the use of this visual identity across all platforms.
7. Brand evaluation training. Use data and analytics to evaluate the impact of training on brand image and product performance.
8. Digital Marketing Training
9. Training on the use of social media: in this training the team will manage social media well. Focus on creating content that supports brand image and positive interactions with customers.
10. Training on creating accounts on e-commerce, for example Shoppee, Tokopedia, Lazada.



Figure 2. Training Carried Out in Dusun Krajan

²¹ Muhammad Rizki Fahdia and others, 'Pelatihan Digital Marketing Untuk Meningkatkan Penjualan Bagi UMKM Tajur Halang Makmur', *Abdijformatika: Jurnal Pengabdian Masyarakat Informatika*, 2.1 (2022), 34–39 <<https://doi.org/10.25008/abdiformatika.v2i1.147>>.

11. Product diversification development training. The products developed are in the form of melted durian bolen, cheese bolen, cromboloni, fruit bolen, bolen with a variety of toppings and other products that are in line with current developments. Mentoring and Guidance is carried out after the training, 3 or 4 representatives from each business community participating in the training are asked to create accounts on e-commerce and create social media content. Mentoring and mentoring is carried out intensively by lecturers so that the community in Tanggul Wetan Village, Jember Regency can optimize branding, product diversification and the use of digital marketing²².

The following are details of each stage in the service activities that will be carried out.

a. Analysis Stage

The analysis stage is a process of defining what students will learn, namely carrying out a needs assessment, identifying problems (needs), and carrying out task analysis. At this stage, a preliminary study is carried out which aims to determine the things needed to carry out the service and prepare an initial design by analyzing the objectives and limitations of the material to be presented. The following are the steps for dedication at the analysis stage:

- a) Identification of problems and opportunities: Analyzing the existing conditions of branding, products and digital marketing strategies to identify existing problems and opportunities.
- b) Market research: Conduct market research to understand customer needs and preferences, as well as analyze competitors in related industries.
- c) SWOT Analysis: Evaluate strengths, weaknesses, opportunities and threats related to branding, products and digital marketing.
- d) Stakeholder analysis: Identify interested parties and analyze available opportunities and resources.

b. Design Stage

This stage is also known as creating a plan (blue print). The stages that need to be carried out in the design process are formulating SMAR (Specific, Measurable, Applicable and Realistic) learning objectives. Then determine what the right strategy should be to achieve that goal. The following are the steps at the design stage:

- a) Branding strategy design: Develop strategies to improve brand image and recognition, including logo, colors and brand messaging.
- b) Product diversification planning: Designing a plan to introduce new products or increase the variety of existing products.

²² Prihatini.

- c) Designing a digital marketing strategy: Creating a digital marketing plan that includes the use of social media, online content, SEO, and online advertising campaigns.

c. Development

Development is the process of making the blue-print or design a reality. At this stage, several steps are carried out as follows:

- a) Development of promotional materials: Create promotional materials that are in accordance with the branding and digital marketing strategies that have been designed.
- b) Product development: Carrying out new product development or improvements to existing products based on design results.
- c) Digital platform development: Building or improving digital platforms such as websites, social media, or mobile applications to support digital marketing strategies.

d. Implementation

Implementation is a concrete step to apply the learning and knowledge that has been obtained to be developed. This means that at this stage everything that has been developed is installed or set in such a way that it suits its role or function so that it can be implemented. The implementation stage consists of three stages, namely Training, Mentoring, Mentoring. Training was conducted first on how to optimize branding, product diversification and digital marketing strategies. After the training activities are carried out, it continues with mentoring and mentoring activities. This activity is an implementation of all activities that have been carried out. The activities at the mentoring and mentoring level are:

- a) Branding strategy execution: Implement planned branding changes and ensure consistency across communication channels.
- b) Product launch: Launching a new product or product variation in accordance with the designed diversification strategy.
- c) Implementation of digital marketing strategies: Initiate digital marketing campaigns, monitor performance, and interact with audiences through online platforms.



Figure 3. Example of diversification of business community products in Dusun Krajan Alorsi

e. Evaluation

The evaluation stage is the stage of evaluating the results of the training provided by administering a questionnaire. There are two type of questionnaires given to the participants. The first is the questionnaires administered before and after the training to measure improvements in participants' understanding and skills and the second questionnaire is about facilities, instructor, material, and schedule. The results of questionnaires administered before and after the training to measure improvements in participants' understanding and skills can be seen in Figure 4. From that questionnaire, there is a significant increase in the participant skills and knowledge.

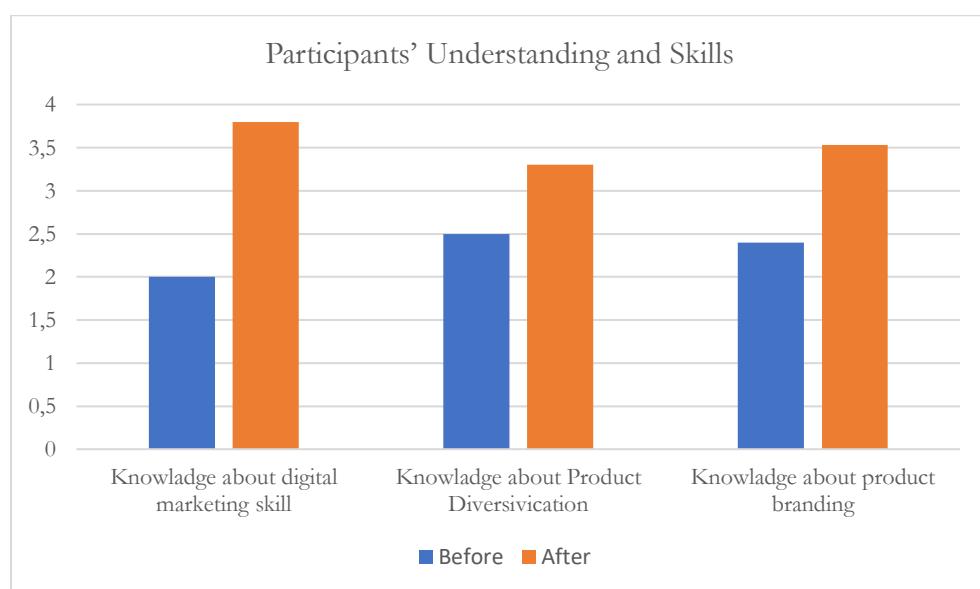


Figure 4. Participant Understanding Before and After Training

The questionnaire results about facilities, instructor, material, and schedule during the community services program can be seen in Figure 5. The evaluation process also provide suggestion for next training improvement. Through this questionnaire, input in the form of suggestions and criticism can be used as material for consideration to improve the next training. Based on the results of the evaluation of all activities and activities that have been carried out, the score of evaluation, it shows a good response from the participants. After the training conducted, scientific article related to service activities will be developed which will be published in an accredited national journal.

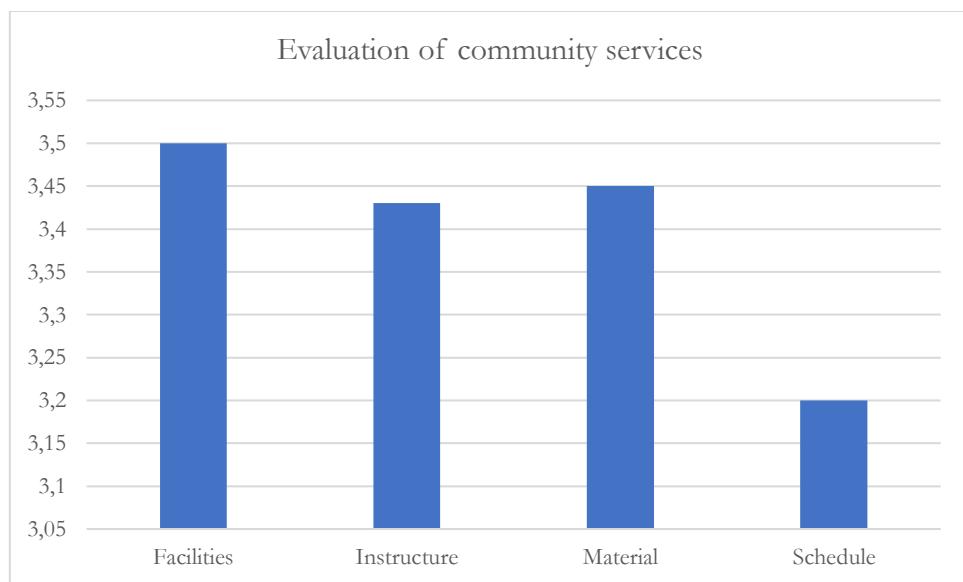


Figure 5. Evaluation of Community Services

Assistance to educators does not only end when the service activities are over, but continues continuously until educators are able to develop new products that sell with good branding and up to date marketing. This activity was carried out by 2 lecturers who carried out the analysis, design, development, implementation and evaluation stages. There are two field assistants consisting of two students. The field assistance team is tasked with assisting the service team to survey service locations, developing valid, effective and practical learning media, as well as assisting in the preparation of service articles. Products resulting from the service are marketed on online platforms, namely: Instagram, Shoppe, and TikTok. The screenshots of each platform can be seen in.

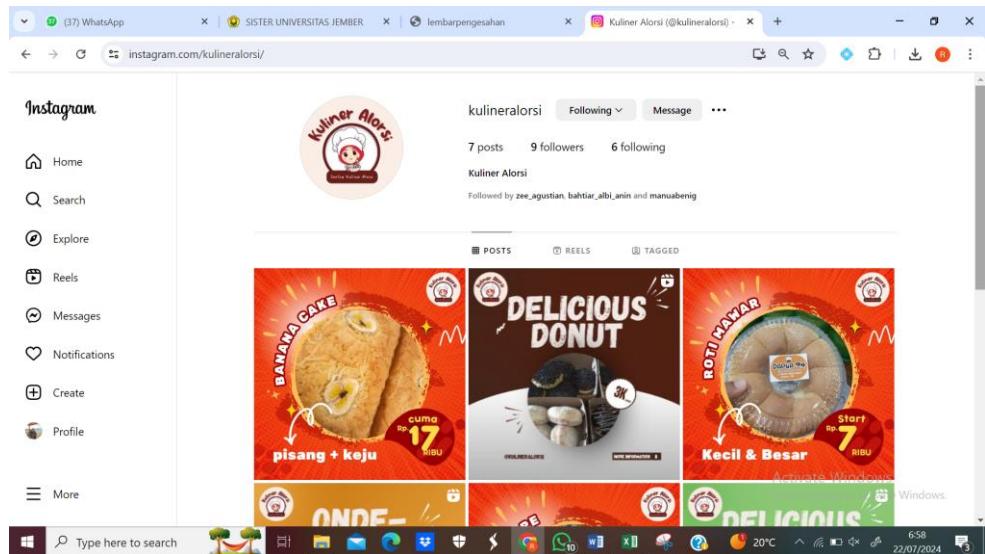


Figure 6. Alorsi Culinary Instagram
(Instagram link : <https://www.instagram.com/kulinalorsi/>)

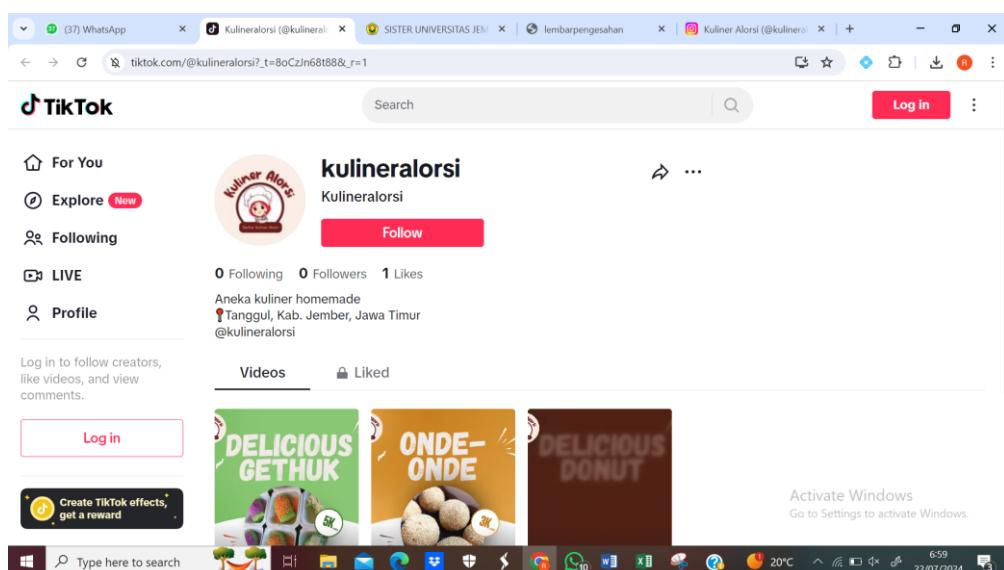


Figure 7.. Alorsi Culinary Tiktok
(Link: https://www.tiktok.com/@kulinalorsi?_t=80CzJn68t88&r=1)

The training, guidance and mentoring activities provided to the community have a positive impact on strengthening the identity of the business community in the eyes of consumers, creating a strong and positive impression. Optimizing branding helps increase the competitiveness of the business community in the market. Product diversification helps the business community reduce business risks by not only depend on one product or service. By offering a variety of products, the business community can more easily overcome market fluctuations and changes in consumer trends. Diversification allows the business community to gain a larger market share by meeting the needs

and preferences of diverse consumers. This creates opportunities for long-term business growth, and digital marketing allows the business community to reach a wider and more segmented audience.

CONCLUSION

Community service activities in Dusun Krajan can improve community welfare. This activity has a positive impact on strengthening the identity of the business community in the eyes of consumers, creating a strong and positive impression. Optimizing branding helps increase the competitiveness of the business community in the market. Product diversification helps the business community reduce business risks by not only relying on one product or service. Based on the evaluation, the community service conducted in Dusun Krajan Tanggul Wetan give a positive impact especially in business community's branding optimization, product diversification, and implementation of digital marketing strategies in Dusun Krajan.

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