

## Digital Based Branding of Tourism and MSME Product in Tasikmadu and Gemaharjo Village, Trenggalek Regency

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### Abstract

Tasikmadu and Gemaharjo villages are two villages in Watulimo have considerable potential in tourism and MSME products. However, rural communities including tourism actors, village officials, and MSME players are still unable to maximize the potential of the village, due to the lack of ability of tourism managers and MSME actors in promoting tourism and its products widely. Therefore, this activity intends to increase the knowledge and ability of tourism actors, village officials, and MSME actors from Tasikmadu and Gemaharjo villages in promoting tourism and MSME products. This is done by developing tourism profiles and MSMEs digitally. The evaluation results showed that the activity was quite successful in increasing tourism promotion in Tasikmadu by utilizing the village's Instagram social media. In addition, the success of MSME promotion can also be seen by making logos and packaging for MSME products, both in Tasikmadu and Gemaharjo.

**Keywords:** digital branding, digital promotion, MSME products, tourism.

### INTRODUCTION

Tasikmadu and Gemaharjo villages are two villages in the Watulimo sub-district, Trenggalek Regency. Tasikmadu Village is located near the coast so it has considerable beach tourism potential. In addition, seafood in this village is quite abundant, providing opportunities for the community to develop fish processing businesses. Gemaharjo Village together with BUMDES in collaboration with MSME players have developed several village-superior products including drinks made from hydroponic vegetables without chemicals, instant ginger, banana chips, sweet potato chips, and crafts made from convection waste materials. Gemaharjo Village is also famous for its abundant durian potential. In addition, in this village, there are also mangosteen and salak fruits.

Tourism potential, processing of fishery products, and other superior potentials if managed properly can certainly attract more consumers in the wider community. Therefore, promotional efforts need to be encouraged so that this potential can be better known to the public. The development of information technology, it makes easier for tourism

actors and MSMEs to promote this potential through digital media or social media (Rohmawati et al., 2021; Riadi et al., 2022). This effort can also be increased by Branding Tourism and Products (Zusrony et al., 2021; Anugrah et al., 2022). Interesting content is also one of the factors that need to be considered for Branding and digital promotion (Bäck et al., 2018; Sari, Sholihah, and Masali, 2023). Therefore, it is necessary to create interesting content and profiles that can improve Branding and serve to describe and describe tourist sites and MSME products.

Based on this description, several activities carried out to improve tourism branding and MSME products include 1) the use of social media as a medium for promotion and branding; 2) Making logos and packaging designs for MSME products; 3) Training and creation of interesting product and travel photo and video content; 4) Socialization of digital media for promotion and branding

### MATERIAL AND METHOD

This This activity involvestourism practitioners, village officials and MSME actors in Tasikmadu and

Gemaharjo villages. The target of this activity is to create digital content for branding tourism and MSME products. In addition, it also improves the skills of tourism actors to manage digital-based promotional media by utilizing the content that has been created.

In general, the implementation of activities is divided into several stages. In each activity, there are three important roles in actively contributing to the implementation of activities, namely: academics, village governments, and business actors (MSMEs). Academics have a role to conduct training to mentoring. By considering important things in the analysis of the situation and problems faced, the framework for solving problems in each village can be prepared as follows:

1. Identification of tourism potential and MSMEs in the Tasikmadu and Gemaharjo village areas as an initial stage to determine the potential for tourism and MSMEs that have not been balanced with the use of media and technology to support their operational facilities and infrastructure.
2. Data collection and analysis related to the information obtained and considering digital content and digital branding to be adopted.
3. Determination of MSMEs selected to be given training and assistance on digital content and digital branding.
4. Preparation of modules and materials for digital content and digital branding.
5. Digital content and social media creation, training on promotional media management and digital branding.
6. Evaluation of the implementation of activities.
7. Monitoring and mentoring to ensure what we have provided can be implemented directly to increase the level of product sales and tourism

## RESULT AND DISCUSSION

### A. Tourism and MSME Products Branding in Tasikmadu Village

Village branding is done by reactivating Tasikmadu Village Instagram and can be searched on Instagram with the keyword **pemdes.tasikmadu**. The front page view of pemdes.tasikmadu Instagram is shown in Figure 1. If we look at this view, it can be seen that for about two weeks, there were 19 posts, 48 followers and 5 following, and the reach reached 1200+.

Since this media was activated on July 21, 2023, quite a lot of content has been uploaded. Some of the content includes promotional videos of beaches

and smoked fish MSMEs in Tasikmadu Village and promotional videos for the name of smoked fish MSMEs Wajanata Tasikmadu. In addition, it is also created and *uploaded* infographic content profile of Tasikmadu Village, infographic history of Tasikmadu Village, infographic beach tourism in Tasikmadu. Some examples of *video display screenshots* and infographics in this media are shown in Figure 2.

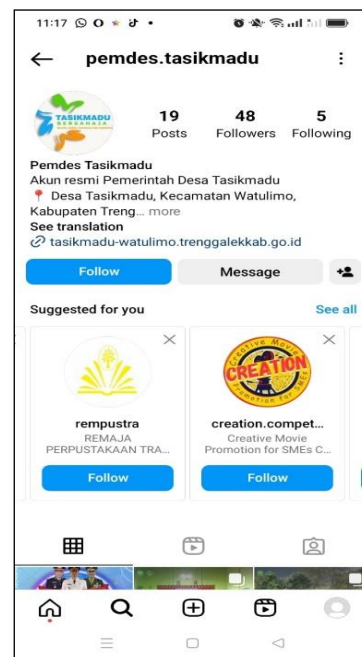
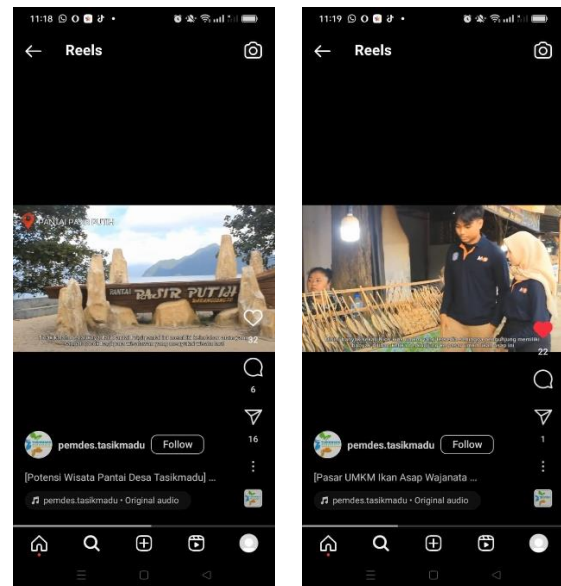


Figure 1. Pemdes.tasikmadu Instagram front page view



Tourist sites video reel Fish market video reel

Figure 2. Display of video posts and infographics

In addition, training and assistance in creating digital content using *Canva software* for editing images/infographics and videos to a social media

admin appointed by one of the village administrative staff, Mr. Rokhim. One indicator of the success of this training and mentoring activity is the success of admins who are trained in creating content and *uploading* periodicals independently. This media socialization to Smoked Fish MSMEs in the Bengkorok area was then carried out on July 28, 2023 by MMD students. The material presented was related to the importance of utilizing social media and Instagram Tasikmadu for product promotion and *branding*.

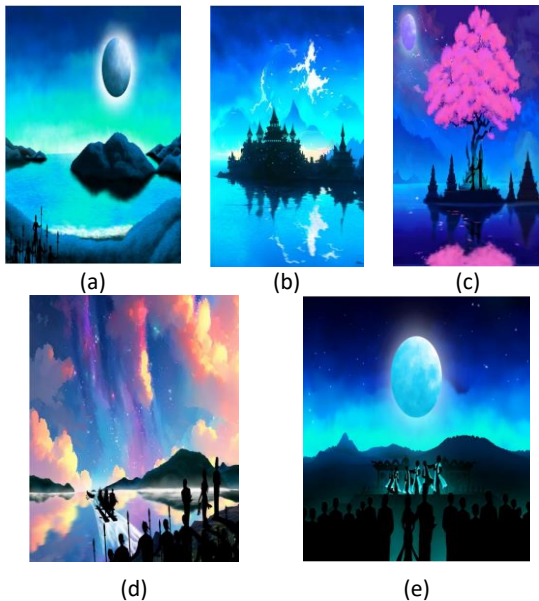


Figure 3. Illustration of the History of Larung Semboyo

As a complement to branding and tourism promotion in the form of illustrating the History of Larung Semboyo the resource person is the elder of Tasikmadu village (Mbah Yahman) who knows exactly the history of the incident. There are 5 illustrations in this History that each tells a different event. This illustration is shown in Figure 3. The explanation of each illustration in Figure 3 can be explained as follows:

- The story of a Tumenggung from the Kingdom of Mataram named Tumenggung Yudha Negara. He was assigned to clear the Forest and build a new Civilization to a hidden area south of Trenggalek which was then called Teluk Prigi. After a long journey from the kingdom of Mataram, Tumenggung Yudha and his gang finally arrived at Prigi Bay which at that time was still dark and uninhabited.
- After arriving at Prigi Bay, Tumenggung Yudha also intended to start clearing the Forest to become a New Civilization but for Mystical Reasons, Prigi Bay could not be cleared. Tumenggung Yudha had tried various methods

but still failed, until finally he got a wangsit about the conditions for clearing land in Prigi Bay, namely by making a treaty with the Jin Nation which had a Great Kingdom located in the southern sea of Prigi under the name of the Blue Andong kingdom.

- Tumenggung Yudha finally agreed to the conditions proposed by the Demon, namely by marriage. The wedding in question was the marriage of Tumenggung Yudha Negara with the Princess of the Andong Biru Demon Kingdom named Gambar Marinten. The wedding took place on Monday Kliwon month Selo on the Javanese calendar and that date became the date of the Larung Sembonyo Ceremony until now.
- The Larung Sembonyo Holy Ceremony is held, where 48 kinds of offerings are arranged in a box that will be carried to the sea by boat. This offering was made with the aim of fulfilling one of the requirements of the Andong Biru demon nation. With a solemn ceremony, the Larung Sembonyo tradition was created.
- Tells about the celebration held for 40 days and 40 nights to celebrate the marriage of Tumenggung Yudha Negara with Princess Gambar Marinten. Typical Tayub and Jaranan of Trenggalek became extraordinary entertainment at that time. From all the processions and events this event began the creation of civilization in Prigi Bay with Larung Sembonyo as its annual tradition to commemorate the Marriage Between Land and Sea, Tumenggung Yudha Negara with Princess Gambar Marinten.

## B. Socialization and Making of MSME Product Packaging in Tasikmadu Village

Socialization activities on the importance of attractive packaging and product logos were carried out at the Tasikmadu village hall which was attended by MSME groups and villages. On this occasion, material was also given on making logos, branding MSMEs through *TikTok*, and *launching* the logo of the Fish MSME market (Wajanata Tasikmadu).

The branding of Fish and Smoked Squid MSMEs in Bengkorok Tasikmadu Village was the creation of a visual identity for Fish and Smoked Squid MSMEs named "Wajanata Tasikmadu". Wajanata Tasikmadu means "Valuable and useful seafood" and is given the slogan "The Delicacy of Tasikmadu Seafood". This visual identity is welcomed with pleasure by MSME traders and will be realized by the Village Head and Head of the MSME group

through village deliberation. This *brainstorming* view and visual identity implementation is shown in Figure 4.



Figure 4. Visual identity display of Tasikmadu

Visual identity was also done with the creation of logos for salted fish products. The coordination process with MSMEs as well as input from the village government *terumata kades* Tasikmadu was carried out to improve the logo. The appearance of the salted fish packaging logo is shown in Figure 5.



Figure 5. Salted fish packaging logo display

One of the evaluations of activities was carried out by distributing questionnaires to 20 respondents (MSME actors) related to the activities that had been carried out and the impact felt by the perpetrators. The results of the evaluation of the visual identity of "Wajanata Tasikmadu" can be seen 7 people stating "Strongly Agree" (35%), 6 people "Agree" (30%), 7 people "Neutral" (35%) to the question "Do you feel the MSME logo reflects the value and identity of your market/product?". This shows that the Wajanata Tasikmadu logo reflects the value and identity of the market / MSME products with a percentage of 65%.

In the second question "Do you see the MSME logo as a suitable visual representation for the type of service offered?", there were 10 people who "Strongly Agree" (50%), 5 people who "Agree" (25%), 3 people who are "Neutral" (15%), 2 people who "Disagree" (10%). In this evaluation, it can be concluded that 75% agree that the Wajanata Tasikmadu logo is a visual representation that is suitable for the type of services offered. In the third question "Do you feel that the MSME logo distinguishes it from competitors in the market?",

there were 7 people who "Strongly Agree" (35%), 11 people who "Agree" (55%), and 2 people who are "Neutral" (10%). The conclusion in this evaluation is that 90% stated that the Wajanata Tasikmadu logo is a differentiator from competitors in the market.

### C. Digital Branding of MSMEs Assisted by Gemaharjo Village

One of the MSME products fostered by Gemaharjo village that is quite unique is chips from lompong (taro stems) and debog (banana fronds). To beautify the packaging on these two products, packaging design and training for *packaging editing* are carried out. Several design variations are offered to MSMEs so that an agreed final design is obtained. The packaging design of both products as well as the implementation of packaging are shown in Figure 6.



Lompong chips packaging design



Debog chips packaging design



Packaging display

Figure 6. Design and implementation of packaging on lompong and debog chips products

Monitoring and evaluation processes were carried out to ascertain whether the packaging design that has been made can be useful for MSME groups. At this stage, the packaging design has been realized in physical form. Previously, it was also conveyed to MSMEs that the packaging design provided could be used sustainably according to future needs.



However, there are obstacles in the unavailability of packaging printing places around the Gemaharjo village area. The packaging printing place on the marketplace requires a relatively high minimum order of 100 pieces with a pre-order system for 14 days. Therefore, for the time being, the packaging design is printed in the form of stickers and pasted on ziplock plastic packaging. Training is carried out to *edit the* packaging if there is a new flavor variant, namely replacing the writing on the initial design. To expand the marketing of this MSME product, a TikTok Shop account creation training was then conducted. Furthermore, training was also carried out to fill *the* TikTok Shop storefront, creation and training to make product photos and good poster designs using Canva to upload on TikTok Shop. The appearance of the TikTok Shop account and the display of products and posters uploaded can be seen in Figure 7.

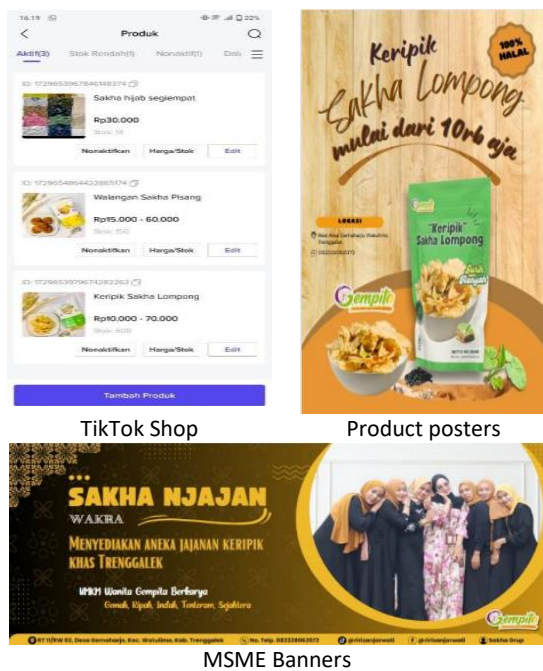


Figure 7. TikTok Shop views , product posters and banners

### IMPACT OF ACTIVITIES

Monitoring and evaluation related to the sustainability of the program with the objectives and impacts generated. Monitoring carried out on Tasikmadu Instagram for two weeks since the release of this media there are approximately 12 posts to promote potential and activities in Tasikmadu Village. Then the *reach* of this institution has reached 1200+ from the initial target of 1000+ so that this activity can be said to be successful. Training and assistance in creating digital content using *Canva* can also be said to be

successful because the Tasikmadu village social media admin is skilled in *editing* the content *uploaded* on *Tasikmadu's* Instagram.

The monitoring on Gemaharjo activities show that there is consistency in the use of TikTok Shop by most MSMEs who have participated in the program. Marketing content is uploaded regularly and interacts with potential customers through this platform. The packaging design has also been used by MSMEs. However, some MSMEs also experience fluctuations in the use of TikTok Shop-based social media due to busy business activities or changes in marketing strategies. The existence of TikTok Shop and better packaging design has an impact on a significant increase in sales. If the figures come from the third party, it should have the copyright transfer from the sources.

### CONCLUSION

Based on the results of the implementation of activities and monitoring carried out, the activities were quite successful in increasing tourism promotion in Tasikmadu by utilizing videos of tourist locations uploaded on the village's Instagram social media. This media is actively updated with information by devices appointed by the village head. The success of MSME promotion can also be seen by creating logos and packaging for MSME products in both Tasikmadu and Gemaharjo villages.

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