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SOCIALIZATION OF PRODUCT BRANDING AS AN EFFORT TO INCREASE ENTREPRENEURIAL INTEREST AMONG HOUSEWIVES OF NGINDEN JANGKUNGAN VILLAGE

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ABSTRACT

Product branding is a critical component of the national economic development of Micro, Small, and Medium Enterprises (MSMEs), as it has the potential to increase sales and attract consumers significantly. Additionally, MSMEs provide a significant opportunity for individuals searching for employment alternatives not found in conventional corporate environments. Nevertheless, there is an absence of comprehension regarding the effective implementation of product branding in regions such as the Nginden Jangkungan sub-district. Initiatives designed to increase awareness and comprehension—such as targeted socialization efforts—are indispensable to resolving this issue. These endeavors are anticipated to enhance the competitiveness of products, pique consumer interest, and, as a result, increase the income of local businesses by improving their understanding of product branding.

1. INTRODUCTION

The economic growth in Indonesia is still in the economic recession stage so economic growth will slow down. Several times, the government has made policies that affect business actors so that they suffer many losses and investors take their capital, causing massive layoffs. One of the efforts made by the community is to open Micro, Small, and Medium Enterprises (MSMEs). MSMEs are considered one of the solutions for people who do not have or do not want to work for a particular company. [1], [2], [3]

Micro, Small, and Medium Enterprises (MSMEs) are important in national economic growth. MSMEs create jobs, increase people's income, and encourage economic growth. However, MSMEs often face challenges in their development, such as limited capital, limited market access, and lack of knowledge about effective marketing strategies. In addition to these problems, one of the weaknesses of MSMEs is the lack of attention, which includes a lack of creativity, making it challenging to create a brand or brand of a product or service. In addition, there is also a lack of trust in new brands produced by the public. Therefore, there needs to be an encouragement to create innovations in various product designs and packaging that



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attract attention and get new markets or customers. [4], [5], [6], [7], [8], [9] [10], [11], [12], [13]

One of the important aspects of the development of MSMEs is product branding. Branding creates a unique identity and builds a positive image for a product or brand. Strong branding can help MSMEs attract consumers' attention, differentiate their products from competitors, and build customer loyalty. Branding has an essential role in the success of MSMEs, and many business actors still do not understand the importance of branding and how to implement it effectively. A lack of knowledge about branding can hinder MSMEs in developing their businesses and competing in an increasingly competitive market. [14], [15], [16], [17]

Therefore, efforts are needed to increase the understanding and awareness of MSME actors regarding the importance of product branding. One way can be done is through socialization and assistance to MSME actors. Socialization can provide basic knowledge about branding, important elements in branding, and strategies that can be applied to build strong branding.

Nginden Jangkungan Village is one of the areas with considerable potential for MSMEs. Many mothers in the region are involved in business activities, such as producing snacks, handicrafts, and other home products. However, most of them still do not adequately understand product branding and how to apply it in their business.

Seeing the potential and challenges MSME mothers face in Nginden Jangkungan Village, there is a need for socialization regarding product branding. This socialization aims to increase the knowledge and awareness of mothers about the importance of branding in their business development. Through this socialization, it is hoped that MSME mothers can better understand branding elements and effective branding strategies and how to apply them in the context of their business.

Branding means introducing something to the general public to be known and widely known by the public and consumers using a planned strategy. Product branding is a strategy for creating an identity related to a product that is designed so that it is known to increase awareness and brand image among consumers.

With the socialization of product branding, it is hoped that MSME mothers in Nginden Jangkungan Village can increase the competitiveness of their products, attract more consumers, and ultimately increase their business income. This socialization is also expected to be the first step in building awareness of the importance of branding and encouraging mothers to continue to develop their businesses sustainably [15], [18], [19] .

2. ACTIVITY METHODS

The method used in this community service activity is socialization to women in Nginden Jangkungan Village. The main target in this activity is RW 02, RW 07, and RW 08 women with a target of 20 people. The evaluation to determine the level of success and usefulness of this activity is based on the results and process of the activity. The results of this activity are in the form of socialization delivered during the activities at the location. The results of this activity are obtained through observation and assistance in the activity process. With this socialization, it is hoped that the audience's knowledge and interest in entrepreneurship will increase. The stages of the implementation of this activity are as follows:

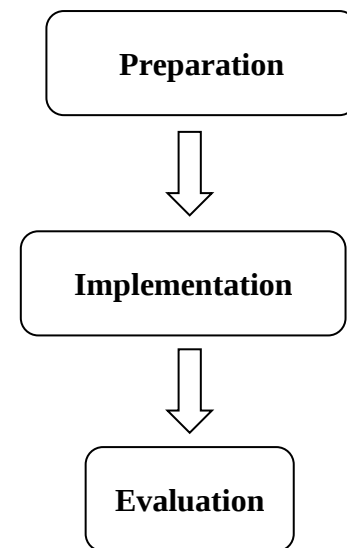


Figure 1. Program Implementation Stage

As an interactive seminar, the implementation starts from the preparation stage, which includes planning, licensing, coordinating, and identifying partner problems. The place for this activity was the Nginden Jangkungan Village Hall Hall. Details of community service activities carried out are as follows:

1. The audience is introduced to product branding.
2. KKN students counseled the audience.
3. The audience participated in the socialization of product branding for 2 x 60 minutes as well as theoretical and debriefing evaluations; the material provided was as follows:
 - a. The importance of product branding to a business.
 - b. Elements in product branding.
 - c. Strategy in building product branding.
 - d. Application of product branding elements

3. RESULT AND DISCUSSION

3.1 Pre-Activity

The socialization activity began with preparations for implementation. The following are the stages that are carried out before the start of the activity:

1. Initial survey. The initial survey was conducted to determine the target audience in accordance with the theme of the activity.
2. Location determination and licensing. After conducting a survey, licensing was carried out to carry out activities at the location of the Nginden Jangkungan Village Hall.
3. The preparation of materials and socialization materials is in the form of examples of elements in product branding.

3.2 Activities

The implementation of socialization runs interactively with the participation of participants who convey their experiences and views on known products. The activity began with a speech by *the master of ceremony* as an opening, then continued with the introduction of product *branding* in general. Furthermore, the discussion session started with a presentation by students about the meaning of *product branding*, the importance of *product branding* to a business, elements in product branding, strategies in building product *branding*, and the application of product branding elements. The delivery of the material was made more interactive with questions and answers on the sidelines of the presentation.



Figure 2 Socialization of Product Branding Programs

The next session continued with a detailed introduction to product branding elements by providing examples of each component. The product branding elements consist of [20] :

- 1) **Product Name**
The Product Name is one of the important elements that must be present when we create a product because this element will make it easier for buyers to recognize the product.
- 2) **Packaging**
Packaging is a place of business products that will make buyers interested in the product.
- 3) **Label**
Label is the identity of a product, and it is the first thing buyers see when choosing a product. Installing product labels on packaging is expected to make it easier for consumers to recognize products. [21]
- 4) **Slogan**
A slogan is a short, easy-to-remember sentence created by a company to increase popularity and attract consumer interest.

3.3 Evaluation Stage

At the end of the session, the audience was formed in groups and accompanied by students to be given the results of product branding examples in the form of packaging, labels, and logos. This aims to give the audience an initial idea of branding a product.



Figure 3. Packaging Label Design For Liquid Detergent Products



Figure 4. Installation of Packaging Labels on Liquid Detergent Products as Part of Branding Strategy to Strengthen Product Identity

In this session, the audience was invited to directly execute the installation of logos or packaging labels to brand their products with slogans related to the products made.

The label created must indicate the identity of the product itself. In this socialization activity, branding was carried out on liquid detergent products. The design label shows the product's identity, namely "Eco-Friendly Liquid Detergent", the word "Eco Friendly" is intended to attract consumers to buy safer products because liquid detergent is made by itself without excessive mixtures of harmful chemicals.

Some of the results obtained in this activity are increased understanding and knowledge of the audience about the importance of product branding, and the audience can maximize the use of tools for product branding such as Canva, Adobe, and others.

4. CONCLUSION

The product branding socialization activity in Nginden Jangkungan Village increased understanding and interest in entrepreneurship among local mothers. Through this socialization, the participants understood the importance of branding in building product identity and competitiveness. This understanding encourages them to consider developing small businesses with strong branding to attract the market.

The participants' enthusiasm showed a potential increase in the number of MSMEs in this region if adequate support is given, such as access to capital and further training. Thus, this activity positively empowers the community and encourages local

economic growth through the sustainable development of MSMEs. However, challenges such as limited access to capital and digital knowledge still need to be overcome to implement an effective branding strategy. Therefore, a more comprehensive follow-up program is required to support mothers in developing their businesses and improving the welfare of families and communities.

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