



## Grow Up Branding Assistance: Improving the Business Competition System of MSME Local Tempe Products in Ponorogo

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**Abstract:** Ponorogo is one of the areas where the majority of people like to consume tempe. Tempe is a local product dish that is favorite of the Ponorogo People. The village of Bangunrejo is one of the villages where many of its residents produce tempe, one of which is Mr. Aji's "Tempe Balap". Tempe balap still maintains the quality of tempe with a leaf wrapping system, but thus the branding of Tempe Balap is not known by many people. The mentoring program carried out by the service team is aimed at helping the people of Bangunrejo Village in improving MSMEs and improving the quality of sales and competitiveness of the community. The method used is Environmental Scanning (ES) with a Thematic approach. The existence of ES as a management strategy so that it can optimize the potential possessed by partners. The intended partners in this program are Tempe MSMEs in Bangunrejo Village. The results of the mentoring carried out during this program show that the potential possessed by Tempe Balap can be optimized by introducing products massively to the public through the existing product growth up branding so that it has an impact on increasing purchases after the presence of branding labels in tempe packaging. From this stage of service, strategic factors can emerge to develop the potential of local tempe products, as well as the results of monitoring and evaluation are able to bring out a significant development impact of the profits obtained by Tempe Balap MSMEs.

## 1. INTRODUCTION

Economic development in Indonesia is highly dependent on the existence of Micro, Small, and Medium Enterprises (MSMEs), which play an important role in creating jobs and increasing people's income. MSMEs have a significant contribution to Gross Domestic Product (GDP) and labor absorption, so the development of this sector is a priority in national economic policies (Irwindi et al. 2024). However, many MSMEs still face challenges in terms of product quality and market competitiveness. MSMEs themselves have a definition as one of the development priorities in each country. This is due to the large contribution of MSMEs to the country, especially in the economic and social fields (Zahra 2022). In addition to increasing the country's economic growth, MSMEs play a very important role in the absorption of

informal sector labor and equitable distribution of people's income, especially in areas that can still be classified as remote.

According to data sourced from the Central Statistics Agency (BPS), the number of Micro and small scale industrial companies by province in Indonesia amounted to 4,181,128 for Micro businesses and 319,456 for Small businesses. Meanwhile, for the East Java region itself, there are 862,057 for Micro businesses and 115,414 for Small Businesses (BPS 2024). This proves that MSMEs are one of the economic supports that play an important role in improving the economy, especially for small communities.

Ponorogo is an area with abundant Natural Resources (SDA). Many Ponorogo people also consume local products, such as tempeh. One of the MSMEs that has great potential in Ponorogo is tempeh, which is its signature food. Tempeh is not only rich in nutritional value but also has a fairly high demand in both the local and modern markets. However, many tempeh producers, including MSMEs Pak Aji (MSMEs of Tempe Balap 127) , have not utilized branding and marketing to use branding labels in packaging optimally to increase the competitiveness of their products (Tari and Pratiwi 2023). Therefore, assistance is needed in making branding labels to increase business competitiveness in marketing. The existence of a product label serves as an identity that distinguishes products from one another. In the context of MSMEs, attractive and informative labels can increase consumer attractiveness and provide added value to products (Nursidiq and Iftayani 2020).

In addition, good branding can create consumer loyalty. When consumers feel connected to a particular brand, they are more likely to buy the product repeatedly. This is very important for MSMEs who want to maintain market revenue and increase sales. Therefore, an effective branding strategy must be part of the MSME development plan (Anissa Feby Widya Prawesti et al. 2023). This assistance aims to improve/grow up branding about the identity of MSME products, label design, color selection, and the delivery of the right message to consumers of MSMEs of Tempe Balap 127 MSMEs so that they can be known in the market so that they have business competitiveness. This service activity is a continuation of the stage of MSME business assistance where the previous stage was more concerned with business legality (such as Business Identification Number/NIB and Halal Certification) from Tempe MSMEs owned by Mr.Aji

## 2. METHOD

Mentoring activities use Environmental Scanning (ES), this method is an activity that identifies statistical factors from MSMEs with a thematic approach that focuses on the business competition of tempe Balap MSMEs as a continuation of the previous service implementation identification carried out through internal and external elements is identified with Strengths, Weaknesses, Opportunities. For the initial identification, it was carried out referring to internal elements carried out at the MSMEs of Tempe Balap 127 production house located in Ndasun Hamlet, Bangunrejo Village, Sukorejo District. This business has been established for 24 years since 2001 and is a hereditary business until it was continued by Pak Aji starting in 2020, currently MSMEs of Tempe Balap 127 sales activities focus on Sumoroto Market and customers who come to their homes to buy directly.

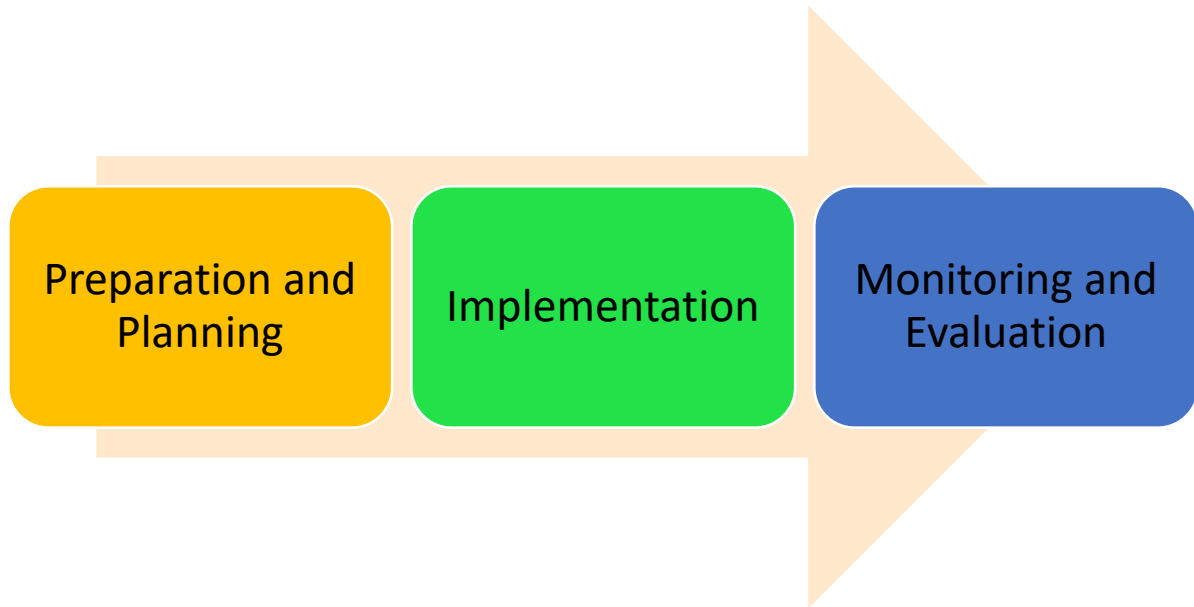
The tempe production activities that take place use the main raw materials, namely soybeans purchased from Sumoroto Agents which are imported soybeans. To maintain the traditional and distinctive taste of MSMEs of Tempe Balap 127, the packaging carried out by Pak Aji still uses *Godong* (Leaf) Banana as the main ingredient in the packaging which is still maintained to this day. The selling price of each package of Tempe Balap 127 has a price range of Rp.1000,- (One Thousand Rupiah) and is sold to mobile traders at Sumoroto Market every morning. The time needed to produce quality tempeh from washing soybeans to becoming ripe tempeh is approximately 2 days. The obstacle currently faced by MSMEs of Tempe Balap 127 production is the lack of a Branding Label in the packaging that distinguishes between Tempe Balap 127 production and tempe production in other places. The results of the identification of internal and external elements of MSMEs are as follows:

**Table 1. Factor identification table for ES**

Datas	S	W	O	T
Element Internal	<ol style="list-style-type: none"> <li>The selling price of Tempe Balap 127 is fairly economical, only Rp.1000 ,- (One Thousand Rupiah)</li> <li>Pak Aji still uses <i>Godong</i> (Leaf) Banana as the main ingredient in the packaging</li> </ol>	many of the people of Ponorogo are not familiar with Pak Aji's Tempe Balap products	MSMEs of Tempe Balap 127 products already have loyal customers	Pak Aji's tempe balap business competition can be accepted by the market if it has branding innovations
Element Eksternal	Local products that are widely consumed by the people of Ponorogo	The high price of tempeh if exported	local Tempe products that can be accepted by all groups	Tempeh product innovations that must be developed so that they are always in demand for people of all walks of life

Source: Data processed by the Community Service Team

The implementation of this activity was carried out from February 24, 2025 to March 18, 2025 in Bangunrejo Village, Ponorogo Regency. This mentoring activity was carried out with a Focus Group Discussion (FGD) approach and participatory to identify label problems. In general, this mentoring stage is divided into 3 stages, namely: Preparation and Planning, Implementation, Monitoring and Evaluation.



**Figure 1: Stages of Community Service**

### **Preparation and Planning**

Overall, in this preparation and planning stage, the mentoring and service team conducts Environmental Scanning through observation of tempeh production to identify advantages and disadvantages or problems in MSMEs. The results of the observation identified the shortcomings such as with the branding label on the packaging of Pak Aji's racing tempeh products. In addition, the community service team also collects other primary data through interviews and documentation of sales results or the amount of turnover from before this assistance was carried out.



**Figure 2. Tempeh Packaging using Banana Leaves**

## **Implementation**

At this stage of implementation, the mentoring team began to make the right design description for the Tempe Balap 127 branding label and provided assistance on the importance of branding labels and the procedures for giving branding labels on tempeh packaging before being marketed. This implementation was carried out in 2 stages of meetings with the help of the Corel Draw application in creating branding labels.

## **Evaluation and Monitoring**

The monitoring and evaluation stage is carried out to see the results of the assistance and implementation whether there is an increase or vice versa in the turnover or income obtained by MSMEs. This monitoring and evaluation is measured from the understanding of business owners related to branding labels through brief discussions and interviews with business owners with several questions before and after the implementation of activities. The purpose of this monitoring and evaluation is to see the success of community service activities and the improvement obtained by business owners after the existence of branding labels on tempeh packaging.

### **3. RESULTS OF THE IMPLEMENTATION OF COMMUNITY SERVICE**

This service activity with a thematic approach is a follow-up activity of community service carried out at MSMEs of Tempe Balap 127 in Ndasun Hamlet, Bangunrejo Village, Sukorejo District, Ponorogo Regency which was carried out from February to March running well and smoothly as expected. This mentoring activity. The results of the activities carried out are as follows:

#### **Planning and Preparation**

This planning and preparation stage is carried out by the entire service team consisting of 10 people and will later be divided into 2 groups with other partners. In this meeting, it began with the introduction of the owner of the tempe balap 127 production, Mr. Aji, followed by the introduction of each member in the service team and then discussed the goals and targets of service and mentoring. Furthermore, the service team conducted a briefing and submitted ideas by knowing the branding problem of Tempe Balap 127 labels in Ndasun hamlet, Bangunrejo Village, then collected data and label design references that were suitable to later be given to Tempe Balap 127 MSMEs. The process continued with the division of tasks between the members of the group which had been divided into 2 and The identification of the

problem conveyed with what is needed is the branding label for MSMEs of Tempe Balap 127 MSMEs. The community service team then compiles a timeline of activities and deadlines for each program that will be carried out during the assistancing at MSMEs of Tempe Balap 127 MSMEs and divides the duties and responsibilities of each individual as well as determines communication and coordination between members. Finally, preparation to start making branding label designs and preparing interview questions for MSME production owners as primary data that helps in improving branding labels. The results of preparations that are carried out carefully and optimally are expected to be carried out properly during the implementation of the service, the existence of good facilities and infrastructure and ensure that activities during the implementation of service run smoothly and optimally.



**Figure 3. Discussion with production owners to identify MSME problems**

### **Implementation**

The branding label assistance activity on the packaging of Tempe Balap 127 in Bangunrejo Village, Ponorogo Regency is one of the main programs in the implementation of Community Service team in advancing local MSMEs and increasing market competitiveness. This program was carried out with two intensive meetings which later produced a branding label for Tempe Balap 127 packaging.

- a. First meeting: Identify and determine problems through Focus Group Discussion (FGD)

This activity began with an in-depth session (FGD). The mentoring team also shared their experiences about consumer responses to current product packaging. The accompanying team listened carefully to record everything conveyed by production

owners and MSME actors specifically related to the needs needed and began to design a mentoring strategy for the MSMEs of Tempe Balap 127 branding label. In this discussion activity, the accompanying team also began to introduce and provide education on the importance of branding labels in a product to attract consumers in buying the product. The accompanying team and the owner of the MSMEs of Tempe Balap 127 production discussed what is needed in the branding label to match the wishes of the tempe production owner. This discussion is not only about making branding labels but also as a transfer of knowledge and education for MSME actors about the importance of branding labels in a product.

b. Second Meeting: Packaging Logo Making

The focus of this second meeting was on the creation of a logo as a branding label on tempeh packaging. The accompanying team appoints one of the teams who is able to apply logo making well to make a logo according to the results of the first meeting that has been discussed with the direction of the production owner. As a result of the discussion at the first meeting, the production owners were encouraged to explore the value of their production, the history of the establishment of tempeh production from the beginning and the environmental characteristics of Bangunrejo village. The Coaching Team assists the owner of the racing tempe production in translating the ideas poured out through short and intensive discussions to create a logo. Logo creation is carried out step by step starting from making rough sketches and then starting to be depicted digitally and color selection until finally entering the final stage as a result of logo creation.

The result of this meeting session was the logo of the result of the ideas outlined and the efforts of the accompanying teams in translating the idea to change it into a logo that will be a branding label in the packaging of MSMEs of Tempe Balap 127 . The creation of this logo is only for one size because it is only placed on a plastic wrapping bag when tempeh is ready to be marketed. The final logo design of MSMEs of Tempe Balap 127 is as follows.



Figure 4. Brand of MSMEs of Tempe Balap 127

The figure above is a design that becomes the branding label of the production of MSMEs of Tempe Balap 127 as a result of discussions between the accompanying team and also the production owner, the colored logo is used for making banners while for the non-colored ones will be the branding label in the packaging of tempe. This program has provide great benefits and innovations to increase competitiveness in the market. The brand's logo is placed on the screen printing in a plastic bag, Mr. Aji sells tempeh in a packaged way, so that Mr. Aji's brand can appear on his products.



Figure 5. Logo display on Plastic bag



This is evidenced through a brief interview conducted by the accompanying team to the production owner that there was a significant increase after this mentoring program even though when entering the month of Ramadan there was a decrease in orders because several subscription traders who used to buy tempeh at MSMEs of Tempe Balap 127 did not carry out selling activities as usual due to entering the month of Ramadan. However, in general, there was a significant increase in the sales of MSMEs of Tempe Balap 127 after this mentoring program.

It is hoped that this mentoring program can have a positive impact on MSME actors, especially in Bangunrejo Village, such as: Increasing understanding of the importance of label branding. The presence of a logo in a product can further attract buyers in buying products: Increased understanding of the importance of label branding. The existence of a logo in a product can further attract buyers' interest in buying the product and look more professional in manufacturing to packaging and finally creating an MSME environment that can compete healthily in product sales and improve product quality.

### **Monitoring and Evaluation**

In the implementation of the assistance activity for the creation of the MSMEs of Tempe Balap 127 MSME logo as a branding label located in Bangunrejo Village, there is also monitoring and evaluation as a means to find out the extent of the development and progress of increasing sales after the logo in tempeh packaging. The existence of this process is also to find out and identify problems that exist during the running of this program and also to know the effectiveness of this program, while this monitoring is carried out by several methods: a) Interview: Interviews are conducted periodically to find out and explore information related to progress, customer purchase development to the challenges faced during this program to production owners; b) Observation: The team came directly and helped in tempeh production to find out the extent of knowledge and application carried out during tempeh production with this program.

The results of the evaluation obtained during this program are that there is an increase in purchases by consumers both in general in the market and buying directly at the Pak Aji Tempe Balap production site located in Ndasun Hamlet after this program. However, after entering the month of Ramadan, there was a slight decrease in purchases and production caused by the closure of some market customers until finally production and purchases decreased slightly. Overall, this program runs smoothly and can have a positive influence and help

advance MSMEs of Tempe Balap 127 MSMEs, especially in improving the quality of sales and also competitiveness in the market. Through this monitoring and evaluation process, the program that has been given to the community as a community empowerment in making logos as branding labels to improve quality and competitiveness in the market is not only measured briefly through its success in increasing marketability but also must be increased in effectiveness. This shows that this program can have a positive impact on improving community MSMEs, especially MSMEs of Tempe Balap 127.

In the future, the assistance team hopes to continue this program not only to one partner but to all existing community MSMEs, especially those in Bangunrejo Village, so that all people can feel the positive impact and improve the quality of sales and healthy competitiveness in the market

#### **4. CONCLUSION**

The result of the service activity in the form of assistance to MSMEs of Tempe Balap 127 MSMEs is that there is an increase in sales either in the market or direct purchases at the production house during this program although when entering the month of Ramadan there is a decrease in sales and production caused by several market customers who do not open the buying and selling process so that tempe orders in the market have decreased slightly and also the tempeh making process has also decreased. In the future, the mentoring team hopes that the production of MSMEs of Tempe Balap 127 will continue this program and for further assistance to the community to adapt to this program to help community MSMEs, especially in Bangunrejo Village, moreover this program can be realized in the region and in other places to various regions.

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