

EMPOWERING MSMEs THROUGH BRANDING STRENGTHENING AND DIGITAL MARKETING IN SUPPORTING LOCAL ECONOMIC DEVELOPMENT IN THE SUMBERSARI VILLAGE UNIT COOPERATIVE IN BANTUL IN METRO CITY

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Abstract

Empowering Micro, Small, and Medium Enterprises (MSMEs) is an important strategy in driving local economic growth, particularly through strengthening the capacity of business actors in facing increasingly dynamic market competition. This study aims to analyze MSME empowerment efforts through strengthening branding and digital marketing in supporting local economic development at the Summersari Bantul Village Unit Cooperative (KUD) in Metro City. This study uses a qualitative descriptive approach with data collection techniques through observation, interviews, and documentation of cooperative managers and MSME actors who are members of the Summersari Bantul KUD. The results show that strengthening branding can improve the identity, image, and competitiveness of MSME products, while the use of digital marketing provides broader opportunities in introducing products, reaching consumers, building interactions with customers, and increasing sales potential. However, its implementation still faces several obstacles, particularly limited digital literacy, social media management skills, brand identity consistency, and skills in producing attractive marketing content. Therefore, sustainable empowerment is needed through branding training, digital media management, creative content development, and digital-based marketing mentoring. This strengthening is expected to increase the competitiveness of MSMEs while strengthening the role of KUD as a vehicle for community economic empowerment and a driver of local economic development in Metro City.

Keywords: MSME Empowerment; Branding; Digital Marketing; Village Unit Cooperatives; Local Economy.

INTRODUCTION

1.1 Analysis Situation

Micro, Small, and Medium Enterprises (MSMEs) are a crucial sector in the national economy, contributing significantly to employment, increasing community incomes, and strengthening local economies. In the context of regional development, MSMEs play a strategic role as drivers of the community economy and as an instrument for poverty alleviation. Therefore, empowering MSMEs is a key agenda item in community-based economic development.

In Metro City, the development of MSMEs (Micro, Small, and Medium Enterprises) has shown significant growth. Various types of businesses, such as culinary, crafts, processed food products, and trade, have become part of the community's economic activities. However, most MSMEs still face various obstacles in business development, particularly in product marketing and strengthening brand identity.

One institution that plays a role in supporting community economic activity is the Summersari Bantul Village Unit Cooperative (KUD) in Metro City. This cooperative serves as a platform for small businesses and the community to develop productive economic activities. The cooperative serves not only as an economic institution but also as a social institution that encourages community empowerment and strengthens the local economy.

Despite this, MSMEs under the guidance of the Summersari Bantul Cooperative (KUD) still face several challenges in developing their businesses. One major issue is their limited ability to build product branding and utilize digital technology for marketing. Many MSME products are of good quality, but lack a strong brand identity, attractive packaging, and an effective marketing strategy.

In today's digital era, marketing is no longer limited to conventional methods, but also utilizes various digital platforms such as social media, marketplaces, and various online marketing applications. Digital marketing is an

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effective strategy for expanding market reach and increasing the competitiveness of MSME products. However, MSMEs' limited knowledge and skills in utilizing digital technology are one of the obstacles to their business development.

Based on these conditions, community empowerment activities are needed that focus on increasing the capacity of MSMEs, particularly in terms of strengthening product branding and utilizing digital marketing. Through training and mentoring activities, it is hoped that MSMEs under the Summersari Bantul Cooperative (KUD) can improve their abilities in developing brand identities, improving product presentations, and utilizing digital media as an effective marketing tool. Thus, this community service activity is expected to contribute to increasing MSME competitiveness while supporting local economic development in Metro City.

Partner Issues

Based on the results of the initial identification and situation analysis that have been carried out, there are several problems faced by MSME actors at the Summersari Bantul Cooperative in Metro City, namely:

1. The low level of understanding among MSMEs regarding the importance of product branding means that many products do not yet have a clear and attractive brand identity.
2. The limited ability of MSMEs to create attractive product packaging designs, which can increase the selling value of products in the market.
3. The minimal use of digital technology in product marketing means that marketing reach is still limited to the surrounding environment.
4. Lack of knowledge among MSMEs about digital marketing strategies, such as the use of social media, marketplaces, and other digital platforms for product promotion.
5. Integrated marketing management of MSME products, which can support increased business competitiveness, is not yet optimal.

Problem Solution

Based on the problems faced by partners, the solution offered in this community service activity is through an MSME empowerment and mentoring program that focuses on strengthening branding and digital marketing.

The forms of activities that will be carried out include:

1. Training on the concept of branding MSME products, which includes the importance of brand identity, logos, product packaging, and strategies for building product image in the market.
2. Assistance in creating and developing product branding, including designing labels and packaging that are more attractive and have sales value.
3. Digital marketing training for MSMEs, which includes the use of social media such as Instagram, Facebook, and WhatsApp Business as a means of product promotion.
4. Assistance in the use of marketplaces and digital platforms, so that MSMEs can expand their market reach more effectively.
5. Increasing the capacity of MSMEs in product marketing strategies, so as to increase business competitiveness and support local economic development.

This activity is expected to enhance the capabilities of MSMEs within the Summersari Bantul Cooperative (KUD) to develop their businesses, strengthen their product identity, and utilize digital technology for marketing. Thus, this activity is expected to contribute to community economic empowerment and stimulate local economic growth in Metro City.

LITERATURE REVIEW

Community empowerment

Community empowerment is a process aimed at increasing the capacity, independence, and well-being of communities by improving their knowledge, skills, and access to resources. Empowerment positions communities as active subjects of development, determining the direction and development of economic and social activities.

According to Jim Ife, community empowerment is the process of empowering communities to identify problems, make decisions, and manage their resources to improve their quality of life. Meanwhile, Robert Chambers explains that community empowerment aims to increase the capacity of communities to control and influence decisions that impact their lives.

In the context of local economic development, community empowerment can be achieved through various activities such as training, business mentoring, strengthening community economic institutions, and developing

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human resource capacity. Through this empowerment, it is hoped that communities will be able to increase productivity and competitiveness in economic activities.

Micro, Small, and Medium Enterprises (MSMEs)



Figure 1, Micro Enterprises

Micro, Small, and Medium Enterprises (MSMEs) are an economic sector that plays a vital role in national development. MSMEs contribute to economic growth, job creation, and income equality.

According to Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, MSMEs are productive businesses owned by individuals or business entities that meet the criteria for micro, small, and medium enterprises as stipulated in laws and regulations. MSMEs are characterized by small scale, use of simple technology, limited capital, and traditional business management.

Despite their strategic role, MSMEs also face various challenges in business development, such as limited access to capital, limited managerial skills, and poor product marketing capabilities. Therefore, various empowerment programs are needed to increase the capacity of MSMEs so they can compete in an increasingly competitive market.

Product Branding

Branding is a crucial marketing strategy that aims to build a product's identity and image in the eyes of consumers. Strong branding makes a product more recognizable, memorable, and adds value to the market.

According to Philip Kotler, branding is the process of creating a product identity and image that differentiates it from other products in the market. Branding is not just about a name or logo, but also encompasses consumer perceptions of the quality, trustworthiness, and value offered by a product.

In the context of MSMEs, branding plays a crucial role in enhancing product competitiveness. MSME products with good branding tend to be more readily accepted by consumers because they have a clear identity and convey a professional impression. Therefore, strengthening branding is a crucial strategy in MSME business development.



Figure 2, Cracker Production

Digital marketing is a marketing activity that utilizes internet technology and digital media to promote products and services. Advances in information technology have driven a shift in marketing strategies from conventional methods to digital-based marketing.

According to DaveChaffey, digital marketing is the use of digital technology and online media to achieve marketing goals through various platforms such as websites, social media, search engines, and marketplaces.

For MSMEs, digital marketing offers various benefits, including expanding market reach, reducing promotional costs, and facilitating interaction with consumers. Some digital platforms that MSMEs can utilize include social media platforms like Instagram, Facebook, and WhatsApp Business, as well as marketplaces like Tokopedia and Shopee.

However, many MSMEs are still unable to utilize digital technology optimally due to limited knowledge and skills in digital media use. Therefore, training and mentoring are needed to enable MSMEs to utilize digital marketing effectively.

Local Economic Development

Local economic development is an effort to improve community welfare by utilizing a region's economic potential. This approach emphasizes community participation, strengthening local businesses, and optimally utilizing local resources.

According to Blakely, local economic development is a process in which local governments, the private sector, and communities work together to increase economic activity and create jobs in an area.

In this context, strengthening MSMEs is a crucial strategy for local economic development. Well-developed MSMEs will be able to create business opportunities, increase community income, and drive regional economic growth.

Through MSME empowerment activities focused on strengthening branding and digital marketing, it is hoped that businesses can improve product competitiveness and expand market access. This will ultimately contribute to strengthening the community economy and developing the local economy in Metro City.

TARGET AND OUTPUT

Activity Target

This community service activity aims to increase the capacity and independence of MSMEs within the Summersari Bantul Village Unit Cooperative (KUD) in Metro City by strengthening product branding and leveraging digital marketing. The program's goal is to enhance the knowledge, skills, and abilities of MSMEs in developing product identities and expanding their marketing reach.

Specifically, the targets to be achieved in this community service activity include:

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1. Increasing the understanding of MSME actors regarding the importance of product branding as a business identity that can increase the selling value and competitiveness of products in the market.
2. Improving the skills of MSMEs in developing packaging designs and product identities, so that the resulting products have a more attractive and professional appearance.
3. Improving the ability of MSMEs to utilize digital technology for product marketing, such as the use of social media and other digital platforms.
4. Encourage MSMEs to develop more effective marketing strategies, both through digital marketing and community network-based marketing.
5. Increasing the competitiveness of MSME products at the local level, so that they can contribute to supporting the economic development of the community in Metro City.

By achieving this target, it is hoped that MSMEs who are members of the Summersari Bantul Cooperative can manage their businesses more innovatively, adapt to technological developments, and be able to expand market access.

Activity Output

The expected outcomes of this community service activity include both academic and practical outcomes that provide direct benefits to partners. The outcomes generated from this activity are as follows:

1. Increasing the knowledge and skills of MSME actors in product branding, including in creating brand identities and product packaging designs.
2. The creation of digital marketing media for MSMEs, such as social media accounts or digital platforms used for product promotion and marketing.
3. A digital marketing strategy has been developed for partner MSMEs, which can be used as a guide in developing their businesses sustainably.
4. Implementation of training and mentoring activities for MSMEs in the field of product branding and digital marketing.
5. Publication of community service activities, both in the form of scientific articles in community service journals and publications through online media as a form of dissemination of activity results.

Through these outputs, it is hoped that this community service activity will not only provide short-term benefits for MSMEs but also be able to encourage sustainable business development and support the strengthening of the local economy in Metro City.

METHOD

Preparation Stage

The preparation phase is the initial stage before implementing community service activities. During this phase, the implementation team conducts various activities to ensure program readiness and ensure the alignment between partner needs and the activities to be implemented.

Activities in the preparation stage include:

1. Coordination with activity partners, namely the management of the Summersari Bantul Village Unit Cooperative (KUD) in Metro City to discuss plans for implementing community service activities.
2. Identify partner needs, particularly regarding the problems faced by MSMEs in terms of product branding and digital marketing.
3. Preparation of training materials, which include materials on product branding, packaging design, and digital marketing strategies.
4. Preparation of activity schedules and division of tasks for the community service team, so that implementation of activities can run effectively and in a coordinated manner.
5. Preparation of activity facilities and infrastructure, such as presentation media, training materials, and other supporting equipment.

This preparation stage aims to ensure that the community service activities to be carried out can run well and meet the needs of the partners.

Socialization and Education Stage

The socialization and education stage is the initial activity in implementing the community service program which aims to provide partners with an understanding of the goals, benefits, and stages of the activities to be carried out.

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At this stage, the implementation team will conduct outreach activities to MSME actors under the auspices of the Summersari Bantul Cooperative regarding the importance of strengthening product branding and utilizing digital marketing in business development.

The activities carried out in this stage include:

1. Providing information regarding community service programs to cooperative administrators and MSME actors.
2. Providing education about the importance of product branding in increasing business competitiveness.
3. Introduction to the concept of digital marketing and various digital platforms that can be used to promote MSME products.
4. Interactive discussion with participants, to explore the experiences and obstacles faced by MSMEs in developing their businesses.
5. Through this socialization and education stage, it is hoped that activity participants will have an initial understanding of the importance of branding and digital marketing in developing MSME businesses.

Training and Capacity Building Stage

The training and capacity building phase is the core of community service activities. During this phase, MSMEs will receive training aimed at improving their knowledge and skills in developing product branding and utilizing digital technology in marketing.

The activities carried out at this stage include:

1. Training on product branding concepts and strategies, including creating attractive brand names, logos, and product identities.
2. Product packaging design training, which aims to increase the aesthetic value and attractiveness of products in the market.
3. Digital marketing training, which includes the use of social media such as Instagram, Facebook, and WhatsApp Business as a means of product promotion.
4. Introduction of marketplaces and digital platforms, as a means to expand the marketing reach of MSME products.
5. Simulation and hands-on practice, so that participants can practically understand how to implement branding and digital marketing in business activities.

Through this training activity, it is hoped that MSMEs can improve their ability to manage product marketing more professionally and effectively.

Mentoring and Collaboration Strengthening Stage

Following the training, the next stage is mentoring MSMEs in applying the acquired knowledge and skills. This mentoring is designed to ensure they are able to sustainably implement product branding and digital marketing. Activities at this stage include:

1. Assistance in developing product branding, including creating logos, product labels, and more attractive packaging designs.
2. Assistance in creating and managing business social media accounts, which are used as a means of product promotion.
3. Assistance in creating digital marketing content, such as product photos, product descriptions, and online promotional strategies.
4. Strengthening collaboration between MSMEs and cooperatives, so that cooperatives can act as a forum for business development and marketing of members' products.
5. Business discussions and consultations, to help MSMEs overcome obstacles faced in the business development process.

This mentoring is expected to increase the success of program implementation and encourage the sustainability of MSME development activities.

Evaluation and Reporting Stage

The evaluation phase is conducted to assess the effectiveness of community service activities and to measure the success of the program. Evaluations are conducted periodically during and after the activity is completed.

The activities carried out in the evaluation stage include:

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1. Evaluation of participants' level of understanding, through discussions and feedback from MSME actors who participated in the training activities.
2. Evaluate the implementation of branding and digital marketing, by looking at product development and marketing activities carried out by MSMEs.
3. Identify obstacles faced by participants, as material for improvement in program implementation in the future.
4. Preparation of reports on community service activities, which contain a series of activities, results achieved, and recommendations for program development.
5. Publication of the results of community service activities, both through online media and in the form of scientific articles in community service journals.

Through this evaluation and reporting stage, it is hoped that the community service activities that have been carried out can provide sustainable benefits for MSME actors and become a reference for the implementation of subsequent community service programs.

ELIGIBILITY OF HIGHER EDUCATION

College Eligibility

Universities play a strategic role in implementing community service activities as part of the Tri Dharma of Higher Education. Through community service, universities serve not only as centers for scientific development but also as agents of change, contributing to solving various problems faced by society.

Dharma Wacana University, through its Faculty of Social and Political Sciences (FISIP), is strongly committed to implementing community service activities oriented towards community empowerment and developing local economic potential. This aligns with the university's vision and mission to develop education, research, and community service that benefit the community.

Dharma Wacana University's Faculty of Social and Political Sciences (FISIP) has competent human resources in public administration, community empowerment, organizational development, and public policy relevant to community service activities. Furthermore, the university has experience in conducting various research and community service activities focused on community development, empowering MSMEs, and strengthening local economic institutions.

Institutional support from universities, including academic facilities, faculty resources, and collaborative networks with various parties, is a crucial factor in the success of community service activities. With this support, the community service activities are expected to run effectively and provide tangible benefits to the community, particularly to the MSMEs within the Summersari Bantul Village Unit Cooperative in Metro City.

Community Service Team Qualifications

The team implementing community service activities consists of lecturers who have a scientific background in the field of public administration and community empowerment, as well as experience in research activities and community service.

The community service team leader possesses competencies in public administration, governance, and community empowerment. Experience in research and community service activities related to community development and local economic empowerment are essential assets for implementing this community service program.

In addition, community service team members also possess competencies relevant to the activities to be implemented, such as organizational development, small business management, and the use of information technology in product marketing. Collaboration among team members is expected to provide optimal contributions to the implementation of training, mentoring, and evaluation of community service programs.

With their scientific background and experience, the community service team is expected to be able to carry out activities effectively and provide appropriate assistance to MSMEs in developing product branding and digital marketing.

Division of Tasks for the Community Service Team

To ensure effective and coordinated implementation of community service activities, each team member is assigned tasks and responsibilities based on their competencies. The community service team consists of a team leader, two faculty members, and three students as field support staff.

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The division of tasks for the community service team is as follows:

No	Team Executor	Task And Not quite enough Answer
1	Chairman Team (Lecturer)	Responsible answer on planning, coordination, And implementation activity devotion to public, weave communication with partners (KUD) Summersari Bantul), as well as compile report end activity.
2	Member Team Lecturer 1	Compile And convey material training related branding product MSMEs , including manufacturing identity brand, design packaging, And strategy improvement mark sell product.
3	Member Team Lecturer 2	Compile And give training related marketing digital , including utilization media social, marketplace, as well as strategy promotion product in a way on line.
4	Student 1	Help implementation activity training, documentation activity, as well as help participant in practice manufacturing content promotion product.
5	Student 2	Help mentoring perpetrator MSMEs in management account media social And marketing product through platform digital.
6	Student 3	Help process monitoring activity, collection data evaluation, as well as help compilation report activity devotion.

Through this division of tasks, it is hoped that the implementation of community service activities can run effectively and provide optimal benefits for MSME actors who are activity partners.

BUDGET AND SCHEDULE DESIGN

Cost Budget Plan (RAB)

The Budget Plan (RAB) for this community service activity was prepared to support the entire series of activities, including preparation, training, mentoring, and evaluation. The allocated budget for this activity is Rp4,000,000, which will be used effectively and efficiently to support the success of the community service program. The details of the activity budget are as follows:

No	Activity Description	Volume	Unit	Amount (Rp)
1	Consumption of socialization and training activities	30 people	Rp. 20,000	600,000
2	Stationery and training materials	1 package	-	500,000
3	Creation of training modules/materials	20 copies	Rp. 25,000	500,000
4	Community service team transportation	6 people	Rp. 150,000	900,000
5	Documentation and publication of activities	1 package	-	500,000
6	Training equipment (banners, presentation tools, etc.)	1 package	-	400,000
7	MSME mentoring and activity monitoring	1 package	-	600,000

The budget is used to support the implementation of training, mentoring, and evaluation of community service activities so that activities can run effectively and provide benefits to partners.

Community Service Implementation Schedule

This community service activity is planned to last three months. It will be implemented in stages, including preparation, outreach, training, mentoring, and evaluation.

The schedule for implementing community service activities is as follows:

No	Activity	Month 1	Month 2	Month 3
1	Preparation of activities and coordination with partners	✓		
2	Socialization of community service programs	✓		
3	MSME product branding training	✓		

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No	Activity	Month 1	Month 2	Month 3
4	Digital marketing training		✓	
5	Assistance for MSMEs in branding and digital marketing		✓	✓
6	Monitoring and evaluation of activities			✓
7	Preparation of activity reports			✓

Through these activity stages, it is hoped that the implementation of the community service program can run systematically and provide a real impact for MSME actors at the Summersari Bantul Village Unit Cooperative in Metro City.

SERVICE OUTPUT

The community service activities carried out by MSMEs at the Summersari Village Unit Cooperative in Bantul, Metro City, are expected to produce beneficial outcomes for both partners and universities. These activities will not only increase the capacity of MSMEs but also provide academic outcomes through the dissemination of the results of the community service activities.

The expected outputs from this service activity are as follows:

1. Improving the knowledge and skills of MSME actors in developing product branding, including in creating brand identities, logos, and product packaging designs.
2. Increasing the ability of MSMEs to utilize digital marketing, especially through the use of social media and digital platforms as a means of product promotion.
3. The creation of digital promotional media for MSMEs, such as business social media accounts that can be used sustainably in product marketing activities.
4. The implementation of training and mentoring activities for MSMEs, which aims to increase the capacity of business actors in developing product marketing strategies.
5. Publication of community service activities, both in the form of scientific articles in community service journals and publications through online media as a form of dissemination of activity results.
6. Documentation of community service activities, which can be used as material for activity reports and as a reference for further community service activities.

Through these outputs, it is hoped that this community service activity can provide a real contribution in increasing the capacity of MSME actors and supporting local economic development in Metro City.

RESULTS AND DISCUSSION

1. Improving MSMEs' Understanding of Branding

The community service activity began with educational sessions on the importance of branding in enhancing the identity and competitiveness of MSME products. The material covered understanding brand identity, product names, logos, labels, packaging, and product image in the eyes of consumers. This aligns with partner concerns that some MSMEs lack a clear and compelling brand identity.

The results of the activity showed an increase in participants' understanding of product branding. Before the training, some participants still viewed branding as simply adding a name and logo to a product. After receiving training and mentoring, participants began to understand that branding encompasses a product's identity, appearance, values, and image, all built consistently.

2. Improving Product Packaging Development Capabilities

Another issue identified was the limited ability of MSMEs to create attractive packaging designs that could increase product sales. Therefore, the program continued with training and mentoring on label creation and packaging design development.

Participants were guided to pay attention to the product name, logo, product information, composition, manufacturer identity, and visual appearance of the packaging. The mentoring was conducted using a practical approach, so participants not only gained theoretical knowledge but also developed branding and packaging designs that could be used in business activities.

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The results of the activity showed that participants were beginning to identify weaknesses in previous product packaging and make improvements to their appearance. Several products that previously used simple packaging began to adopt more informative brand identities and labels.

3. Increasing the Use of Digital Media for Marketing

Prior to the activity, the use of digital technology by some MSMEs was still limited, leading to product marketing being more conventional and focused on the local community. This situation was one of the main issues identified during the community service activity.

The training then focused on utilizing social media and digital platforms as promotional tools. Participants were given an understanding of how to use Instagram, Facebook, and WhatsApp Business to introduce products, build relationships with consumers, and expand marketing reach. This material aligned with the activity solutions designed for digital marketing training.

The mentoring results showed an improvement in participants' skills in using digital media as a promotional tool. Participants began to understand simple content creation, product photography, product description writing, and leveraging social media to reach a wider audience.

4. Increased Marketplace Utilization

In addition to social media, the program also provides guidance on utilizing marketplaces and digital platforms. The guidance is aimed at helping MSMEs understand the basic steps, from account creation, product uploads, description writing, pricing, and communicating with potential customers.

The results of the activity showed that some participants who had not previously used marketplaces began to develop a basic understanding and skills to utilize them as a marketing channel. This change demonstrates an increase in the digital capacity of MSMEs in expanding market access.

5. Pre-Test and Post-Test Results

To measure the increase in participants' knowledge, a pre-test and post-test were conducted. The evaluations were administered to 20 participants who participated in the training and mentoring activities.

No.	Measured Aspects	Pre-Test	Post-Test	Improvement
1	Understanding the concept of branding	56	85	29 points
2	Brand identity and logo	54	84	30 points
3	Product design and packaging	52	82	30 points
4	Utilization of social media	48	86	38 points
5	Digital marketing strategy	46	82	36 points
6	Utilization of marketplace	42	78	36 points
7	Product promotion strategy	50	84	34 points
Average		49.7	83.0	33.3 points

Based on the evaluation results, the average participant score increased from 49.7 in the pre-test to 83.0 in the post-test, a 33.3-point increase. This improvement indicates that the training and mentoring contributed to enhancing participants' knowledge of branding and digital marketing.

The largest improvement was in social media utilization, with a score of 38 points. This indicates that after receiving the training, participants had a better understanding of how to use social media as a promotional tool for MSME products.

6. Changes in Branding and Digital Marketing Capabilities

In addition to measuring knowledge, evaluations are also carried out on practices that have been implemented by MSME actors.

Indicator	Before the Activity	After the Activity	Change
MSMEs have a clear brand identity	7 of 20 (35%)	17 of 20 (85%)	+50 points
MSMEs have more informative packaging/labels	6 of 20 (30%)	16 of 20 (80%)	+50 points
MSMEs use social media for promotion	8 of 20 (40%)	18 of 20 (90%)	+50 points

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MSMEs have WhatsApp Business accounts	5 of 20 (25%)	15 of 20 (75%)	+50 points
MSMEs use marketplaces	3 of 20 (15%)	11 of 20 (55%)	+40 points
MSMEs create promotional content regularly	4 of 20 (20%)	14 of 20 (70%)	+50 points

The data shows positive changes in participants' marketing practices. The number of MSMEs with a clear brand identity increased from 35% to 85%. Meanwhile, the use of social media for promotion increased from 40% to 90%.

This improvement demonstrates that the community service intervention not only increased knowledge but also began to encourage the application of that knowledge in business activities. This is crucial because the success of MSME empowerment is determined not only by participants' understanding of the material but also by their ability to apply these skills in daily business activities.

7. Impact on Marketing Reach

Strengthening branding and digital marketing also provides opportunities for MSMEs to expand their marketing reach. Prior to the event, most marketing focused on consumers within their local community. After the event, participants began utilizing social media and digital platforms to introduce their products to consumers outside their immediate neighborhood.

These changes demonstrate that digital marketing can be a strategic tool in overcoming the marketing limitations previously faced by MSMEs. Utilizing digital media allows businesses to conduct promotions at a relatively more flexible cost while also building direct communication with consumers.

8. Achievements of Community Service Activities

No.	Partner Issues	Solution	Results	Achievement Indicators
1	Low understanding of branding	Branding training	Branding knowledge increases	Post-test scores increased
2	Product packaging is not attractive	Packaging design assistance	Participants are able to improve labels/packaging	80% of participants had more informative packaging
3	Low utilization of digital technology	Digital marketing training	Social media usage is increasing	90% of participants use social media for promotion
4	Limited marketplace knowledge	Marketplace assistance	Participants understand the use of the marketplace	55% of participants started using the marketplace
5	Promotion is not yet integrated	Marketing strategy training	Participants understand the integration of branding and digital marketing	70% of participants created promotional content
6	Product competitiveness is not optimal	Empowerment and mentoring of MSMEs	Marketing capacity increases	The post-test average reached 83.0

DISCUSSION

The results of the activity showed that the main challenges faced by MSMEs at the Summersari Bantul Cooperative (KUD) were not only related to product quality, but also to the ability of business actors to communicate their product value to the market. Branding is crucial because it provides an identity that differentiates MSME products from competitors.

Brand strengthening then needs to be accompanied by a digital marketing strategy. A refined product identity will have greater benefits if it can be promoted through broad-reaching marketing channels. Therefore, community service activities integrate branding aspects with digital marketing.

EMPOWERING MSMEs THROUGH BRANDING STRENGTHENING AND DIGITAL MARKETING IN SUPPORTING LOCAL ECONOMIC DEVELOPMENT IN THE SUMBERSARI VILLAGE UNIT COOPERATIVE IN BANTUL IN METRO CITY

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This approach aligns with the needs of partners seeking capacity building in brand identity, packaging design, social media utilization, marketplaces, and marketing strategies. The solutions provided focus on branding training, product design mentoring, social media training, and marketplace support.

From a community empowerment perspective, this activity demonstrates that increasing the capacity of MSMEs is not simply achieved through material assistance, but also through increased knowledge and skills. MSMEs are positioned as subjects actively developing their own product identities and marketing strategies.

This capacity building is expected to have a long-term impact on the competitiveness of MSMEs. When MSMEs are able to build consistent branding and effectively utilize digital media, their products have a greater chance of being recognized by consumers. Ultimately, increased MSME competitiveness can contribute to strengthening community economic activity and local economic development in Metro City.

Program Sustainability

The program's sustainability is directed at providing continued support to MSMEs in developing branding, updating digital content, optimizing marketplaces, and evaluating the effectiveness of marketing strategies.

The Summersari Bantul Cooperative (KUD) is expected to serve as a platform for sustainable capacity building for MSMEs. Collaborative marketing management can be developed through promoting members' products, developing MSME product catalogs, and strengthening marketing networks.

Thus, community service activities go beyond training, but are aimed at developing the capacity of MSMEs to become more independent in building brands, utilizing digital technology, and developing market access. This is expected to strengthen MSME competitiveness while supporting local economic development in Metro City.

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