

Product Branding Training Model for MSMEs in Probolinggo Regency

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Abstract

In general, MSMEs play an important role in the era of globalization to support the rise of the Indonesian economy, especially during the COVID-19 pandemic. The impact of the Covid-19 case has affected life in terms of health, education, and economy. The number of COVID-19 cases that continues to grow has made the pace of business slow down. Moreover, people are currently reducing activities outside the home such as vacations or shopping. The wheels of the economy slowed down, the market began to sluggish, turnover declined, as well as productivity. The government has also prepared a stimulus to help boost the economy and maintain purchasing power. The strategy that must be taken is to create product innovations based on needs in order to survive in the midst of a pandemic. In order to exist in the midst of global competition, MSMEs like it or not, ready or not, must be able to adapt, including improving product quality and having the courage to label products, because it is very important to know and learn product branding

Keywords: Branding, Product Innovation, Strategy, Training

Introduction

The Covid-19 pandemic has had a major impact on the Indonesian economy (Sulistyan & Paramita, 2021). Various macro to micro businesses (MSMEs) also feel the 'bottleneck' of the business (Rizos et al., 2016). In dealing with this, business actors must make adaptations so that businesses can continue to produce in the midst of a pandemic (Yatminiwati, Setyobakti, Sulistyan, & Ermawati, 2021), where the Covid-19 pandemic has affected all aspects of life, both health, education, and the economy. The higher the number of Covid-19 cases, the slower the pace of business dynamics. Moreover, people are currently reducing activities outside the home such as vacations or shopping. The wheels of the economy will surely slow down, the market will start to sluggish, turnover will decline, productivity will be low, regardless of how much the government has provided stimulus to help boost the economy and maintain purchasing power, especially MSMEs (Muhyiddin, 2020). But as a businessman, of course you have to prepare a strategy (Lang & Liu, 2019).

The activity that can be done is to improve product quality by labeling the product, so that business actors have a brand in each of their products. Technically, it can be implemented by creating product innovation based on needs, which is one of the business strategies to survive in the midst of a pandemic (Sulistyan & Paramita, 2021; Sulistyan, Setyobakti, & Darmawan, 2019). The increasing demand for cloth masks during the pandemic has forced many business owners from all fields to swerve to create products that society needs (Yatminiwati et al., 2021). Food businesses have also switched to providing catering, to frozen food that can be stored as stock for their customers. In essence, product flexibility is everything. By understanding the growing market needs and innovating, it will be easier to maintain business continuity in the midst of a pandemic (Sulistyan & Paramita, 2021; Yatminiwati et al., 2021).

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The choice of presenting an economical package in the midst of a pandemic is rampant by various business actors (Insaidoo, Arthur, Amoako, & Andoh, 2021). Product quality standards need to be considered, starting from the use of raw materials, production processes, product checking, until the packaging remains sterile and safe before being sent to consumers (Guthrie, Fosso-Wamba, & Arnaud, 2021). This is done so that the product is still well received by consumers (Jasmani & Sunarsi, 2020). The pandemic conditions that have an impact on the shift of business through online channels, require partners who can ensure products are received by consumers quickly and safely (Nayal, Pandey, & Paul, 2021). Therefore, same day delivery logistics services are becoming popular to meet the daily needs of customers (Lee & Lee, 2019). Besides delivery which only takes 3-6 hours.

One of the popular platforms for doing business online is e-commerce. E-commerce is also beneficial for business people, because to register in e-commerce, you don't need money. Management of product availability is also easy because of the automation system offered (Maryama, 2013). Payment methods in e-commerce are also more reliable and make it easier for consumers because they use third party methods. In addition, you can also take advantage of various features and promos offered by e-commerce to potential consumers (Setiawan, 2018).

ITB Widya Gama Lumajang as a campus for the development of MSMEs and Entrepreneurship strongly supports the existence, competitiveness and sustainability of micro and small sector businesses. Some of the programs and activities that have been implemented include: productive community education in the context of socializing entrepreneurship, fostering work skills and skills, as well as product training through a business assistance process for Regency and City MSMEs in East Java. The continuation of these programs ITB Widya Gama Lumajang held a "Product Branding Training for MSMEs in Probolinggo Regency".

In general, MSMEs have played an important role in the era of globalization to support the rise of the Indonesian economy, especially during the Covid-19 pandemic. The removal of trade barriers (deregulation and de-bureaucratization) from stakeholders will open up trade flows and smooth a variety of choices of goods freely throughout the world (Marjukah, Prasetyo, & Setyabudi, 2021). Therefore, consumers will be free to enjoy their consumption desires. On the other hand, the expansion of public consumption will encourage increased opportunities for MSMEs in both the real and service sectors to meet consumer tastes. In this case, MSME actors are actually more flexible to protect themselves from the possibility of declining economic power during the COVID-19 pandemic. However, in order to maintain its existence there are also technical constraints regarding capital, market, managerial, business motivation, goodwill, to understanding of GCG (Good Corporate governance).

Methods

The purpose of the activity "Product Branding Training for MSMEs in Probolinggo Regency" is to provide both business managerial and technical skills as well as motivation in the context of increasing professionalism, business existence and standardization of business production. The purpose of this activity is to increase the knowledge, insight, skills and awareness of MSME actors so that they can increase the value of stakeholder trust in MSME empowerment in Probolinggo Regency. To build a cross-business network and MSME coaches across government lines in Probolinggo Regency. To motivate participants to increase their understanding of entrepreneurship, MSME licensing procedures and standardization of production and product branding in the midst of intense competition and the Covid-19 pandemic. To print the quality of MSME human resources as well as prospective Micro and Small Business Actors who strengthen the existence of village economic potential. Monitoring and post-activity evaluation by the ITB Widya Gama lecturer team, so as to create partnerships across business actors, across MSME coaches and between ITB Widya Gama and the MSME Association in Lumajang Regency, Indonesia.

Results and Discussion

The results show that the sensitivity in responding to the pandemic. keep good communication with customers. Promote a product or service. Don't let the brand seem like they are taking advantage of the situation to talk about themselves and make a profit. This will give a bad image to the business.

One of the things that can be done to show concern is to take action that focuses on the interests of the community, for example by sharing facts about how to prevent the corona virus.

Uncertain situations make many people feel worried and stressed. Conditions like this are not the right time to promote sales. Not only because a strategy like this can turn against brand rights, but it's also more likely not to hit the mark and achieve the desired target. Instead, think about how brands can provide a positive distraction to society, one of which is by building a story. For example, you can tell about your concern for the community and the surrounding community, your business vision with the right delivery. Use this time to re-build people's spirits. Positive stories can calm the mind. Some brands do this by building compelling stories about their customers instead of their own brand.

To avoid the spread of the corona virus, as much as possible avoid direct transactions. Moreover, nowadays transactions can be easily done online, such as m-banking or e-banking, there is no need to make it difficult for consumers to be busy coming to the bank. Currently, the average bank already has its own application so that customers can monitor each transaction in real time.

Business finance is a crucial thing that needs to be considered, especially in these conditions. Finances that are managed properly and carefully can pose a risk to business continuity. The budget is an overview of the budget of a business that is important to do, both for evaluating work results and making plans and targets for the next period or year. In situations like this, business people must be wise in making decisions. Is there a budget that can be cut to cut expenses? How about the cash flow? Make sure every transaction is recorded properly and neatly so that the cashflow remains balanced.

In a situation like this where people minimize direct interaction, people's shopping behavior also changes. Many activities and transactions are turning to online. One way to deal with this disruption is to adapt quickly to the situation, such as shifting sales strategies to online either through online store websites or social media (digital marketing).

Activities starting from the planning stage, Participant Identification to the implementation of the activities have been running smoothly and orderly (Sulistyan, 2021).

Table 1. The stages of the activity target can be described with the following matrix:

Product	Market	Human Resource	Manager
Improve standardized production quality	Increase sales	Improving the competence of MSME actors HR	Create and implement a business plan
Improving the quality of certified products	Trading partner strategy with modern retail businesses	Strengthening the Network for MSME actors	Understand and apply financial management well
Improve product function	Marketing strategy determination	Strengthening product making skills	Brand image strengthening
Increase product variety	Supply chain management	Strengthening the ability to produce products	Understanding business solutions
Add product type	Market segmentation accuracy	Strengthening business governance	Understand the procedure for exporting goods
Discover new products	Strengthening market share (market share)	Strengthening business communication skills	Understanding constructive business advocacy
Guaranteed product safety and protection	Packaging and Labeling	Strengthening the ability to manage and develop business networks	Ability to expand business
Maintain the availability of raw materials	e-commerce	Strengthening administrative and financial governance capabilities	Understanding corporate business

Source: Data Processed, 2021

The outputs of this activity are:

- a. The training participants (MSME actors) are able to understand the purpose and objectives of the activity in order to increase the knowledge of MSME entrepreneurs who are ultimately able to work by paying attention to production standardization and product certification so that they

- have Product Branding, and are able to maintain their business existence during the Covid-19 pandemic.
- b. Participants are able to map strengths, weaknesses, opportunities, challenges and obstacles in the process of implementing MSME management, especially during the COVID-19 pandemic and can make business plans and strategies.
 - c. Participants understand the qualifications and definition of MSMEs based on Law no. 20 of 2008 concerning MSMEs, and Law no. 1 of 2013 concerning MFIs (Microfinance Institutions), entrepreneurship, types of business licenses and regulations applied as a reference for MSME operations.
 - d. Establishment of a network across MSME actors, an information network with stakeholders to empower MSMEs in Probolinggo Regency to the level of the province of East Java.

Conclusion

The conclusion of the activity is the increase in knowledge, skills and attitude (competence) of MSME actors, especially in the field of entrepreneurship (entrepreneurship), product standardization, IPR (brand rights) and the desire of MSMEs to partner with modern retail businesses. By becoming increasingly aware of the importance of improving the quality of human resources, product branding and the MSME market, it will increase the value of consumer confidence and business professionalism which will affect business continuity.

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