

Training and Mentoring for Strengthen Brand Identity for MSMEs/WUBs Koperasi Bunda Sejahtera

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ABSTRACT

Strengthening brand identity is a key strategy to enhance SME competitiveness, particularly for New Entrepreneurs (WUB) at the early stages of business development. This community service activity aims to improve the knowledge and skills of WUB members of the Bunda Sejahtera Cooperative, Depok, in creating innovative products, designing effective and informative labeling, and developing market-oriented packaging. The implementation method included interactive lectures, discussions, and hands-on practice in producing a "Café-style Herbal Drink" based on traditional herbs, complemented with modern label and packaging design training. Twenty participants joined the program, dominated by the culinary sector (50%), with capital under Rp 10 million (55%), monthly turnover below Rp 5 million (75%), and social media use limited mainly to WhatsApp (100%). Evaluation was conducted through validity and reliability tests of the questionnaire (SPSS 23) and frequency distribution analysis. All indicators were valid ($r > 0.444$; $p < 0.05$) and reliable (Cronbach's Alpha 0.709–0.797). The average understanding level reached 85%, categorized as "Highly Understand" for Brand Identity, Innovative Products, and Packaging (86%), and "Understand" for Labeling (80%). Practical implementation of innovative product creation reached 86%, surpassing the 65% target. The program resulted in improved knowledge, skills, product health quality, and potential income for partners. This initiative aligns with SDGs 1, 3, 8, 9, 12, and 17, and supports higher education KPI 5. The results show that training integrating theory and practice effectively enhances SME/WUB branding capacity sustainably.

Keywords: Brand Identity; Packaging; Product Innovation; Labeling; New Entrepreneurs.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economy, contributing 61% to the Gross Domestic Product (GDP),

absorbing 97% of the workforce, accounting for 60% of the total national investment, and contributing 16% to non-oil and gas exports (Sugiarto, 2021; Limanseto, 2021). The government has provided support through policies such as the Job Creation Law, easier access to financing, and the National Economic Recovery (PEN) program. The demographic bonus projected to peak in 2030 presents an opportunity for MSME-based entrepreneurship development to create jobs, foster innovation, and promote sustainable economic growth.

In an increasingly competitive business environment, product innovation and branding strategies are key success factors for MSMEs, particularly for New Entrepreneurs (Wirausaha Baru/WUB) who are still in the development stage (Kemenperin, 2024). The WUB program in Depok City produced 1,800 new entrepreneurs between 2022 and 2024, exceeding the target of 1,500, supported by training, capital facilitation, business legalization, and certification (JPNN.COM, 2025). However, many WUBs face limitations in terms of capital, skills, and market access. The main challenges include a lack of understanding of product innovation, attractive label design, and packaging that is aligned with market trends. In fact, visual elements such as logos, colors, typography, and packaging shapes influence consumer perceptions, strengthen brand identity, and create brand experience (Susilawati et al., 2023; Aulia et al., 2023; Aaker, 2014).

Current consumer trends indicate a preference for product designs that are unique, informative, environmentally friendly, and photogenic in digital marketing. Packaging functions not only to protect products but also as a strategic communication medium, whereas labeling conveys information, builds trust, and strengthens brand recognition (Kotler et al., 2020). Strengthening brand identity refers to the Brand Identity Prism (Kapferer, 2012), which includes the physical, personality, culture, relationship, reflection, and self-image dimensions. In the MSME context, brand identity can be enhanced through the synergy of innovative products, informative labeling, and functional aesthetic packaging that is managed consistently.

This training and mentoring program targets 20 WUB members of the Bunda Sejahtera Depok Cooperative, aiming to improve their knowledge and skills in creating innovative spice-based products ("Café-style Jamu"), designing attractive and regulation-compliant labels, and developing communicative packaging aligned with the brand character. The expected outputs include improvements in knowledge, skills, product health quality, and partner income. The program also contributes to the achievement of the Sustainable Development Goals (SDGs): Goal 1 (No Poverty), Goal 3 (Good Health and Well-Being), Goal 8 (Decent Work and Economic Growth), Goal 12 (Responsible Consumption and Production), and Goal 17 (Partnerships for the Goals) (Mukorrobah, 2025), as well as supporting the achievement of the Higher Education Key Performance Indicator (IKU) 5 through the utilization of lecturers' research outputs by the community (Nurwardani, 2021).

METODE

This community service activity took the form of training and mentoring for 20 New Entrepreneurs (Wirausaha Baru/WUB) members of the Bunda Sejahtera Depok

Cooperative, and aimed at enhancing product innovation, label design, and packaging as strategies to strengthen brand identity. The activities were conducted face-to-face through interactive lectures and hands-on practice in two stages: (1) education on the concepts of product innovation, labeling, packaging, and brand identity, with a minimum target of 70% comprehension and (2) practical training in developing an innovative culinary product, "Jamu ala Café," based on Indonesian spices, along with the design of labels and packaging, with a minimum skill achievement target of 65% (see Table 1).

Table 1. Work procedures of the community service activity

Stage	Activity	Indicator
I	Providing education/understanding of product innovation, labeling, packaging, and brand identity	Tests were conducted to assess the achievement of material comprehension >70%
II	Practical training in producing innovative culinary products	Tests were conducted to assess the achievement of material comprehension >65%

Source: Processed by the authors

The implementation of the activity began with a preparation stage, which included obtaining permission from partners, conducting field studies to identify priority problems, analyzing the influence of local culture on implementation strategies, and formulating a cooperation agreement with the Bunda Sejahtera Depok Cooperative. During the implementation stage, the team provided equipment and learning materials, delivered content through lectures and discussions, guided hands-on practice in producing the innovative culinary product "Jamu ala Café" based on Indonesian spices along with label and packaging design, and encouraged participants to apply product marketing through various media. The final stage of the activity included the preparation of an implementation report, monitoring the sustainability of material applications in participants' businesses, and publishing the results through mass media and social media.

The partner actively participated in every stage, starting by providing information related to existing problems, granting permission for implementation, guiding participants during the training, and facilitating the post-activity monitoring process. Program evaluation was carried out using questionnaires completed by participants to measure their understanding of the material and skills acquired. Program sustainability is ensured through ongoing monitoring and follow-up mentoring.

This activity is directly linked to the university's Key Performance Indicator (KPI) 5, namely the utilization of lecturers' work by the community. In addition, the program contributes to achieving the Sustainable Development Goals (SDGs): SDG 1 (No Poverty), SDG 3 (Good Health and Well-Being), SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals). Student involvement was also an important component of the activity, covering preparation, entrepreneurial practice, digital marketing, documentation, and reporting, which were recognized as credit (SKS) through the Diploma Supplement (Surat Keterangan Pendamping Ijazah/SKPI).

RESULTS AND DISCUSSION

Community service activities for the 20 MSME/WUB participants were conducted through face-to-face lectures and hands-on practice in developing innovative products, labeling, and packaging. This process is implemented using structured work procedures to facilitate execution and evaluation, as described in the implementation method.

Participant Data Description

Table 2. Profile of Community Service Participants

Activity Category	Description	Number	%
Type of Business	Grocery / Basic Necessities	3	15%
	Culinary	10	50%
	Fashion	3	15%
	Handicraft	2	10%
	Stationery Store & Photocopy / Salon	2	10%
	Total	20	100%
Business Duration / Age	< 1 year	3	15%
	1–3 years	16	80%
	> 3–5 years	1	5%
	> 5 years	0	0%
	Total	20	100%
Business Capital	< IDR 10,000,000	11	55%
	IDR 10,000,000 – IDR 25,000,000	9	45%
	> IDR 25,000,000 – IDR 50,000,000	0	0%
	> IDR 50,000,000	0	0%
	Total	20	100%
Number of Employees	< 3 employees	18	90%
	3–5 employees	2	10%
	> 5 employees	0	0%
	Total	20	100%
Monthly Turnover / Sales	< IDR 5,000,000	15	75%
	IDR 5,000,000 – IDR 10,000,000	5	25%
	> IDR 10,000,000 – IDR 15,000,000	0	0%
	> IDR 15,000,000	0	0%
	Total	20	100%
Social Media Platforms	WhatsApp (WA)	20	100%
	Instagram (IG)	8	40%

Activity Category	Description	Number	%
	Facebook (FB)	5	25%
	TikTok	1	5%
	Total Usage	34	—

Source: Processed Data

Table 2 presents the profiles of the 20 MSME/WUB participants involved in the community service program, which can be described as follows. The majority of business types are in the culinary sector (50%), followed by grocery/basic commodities and fashion businesses 15% each, while handicraft businesses, stationery stores, and salons account for 10% each. In terms of business age, most MSMEs are still in the early stages of development, with 80% operating for 1–3 years and 15% operating for less than one year. Only 5% of the businesses have been operating for more than three years, indicating that most WUB participants are relatively new entrepreneurs.

Business capital is predominantly in the category below IDR 10 million (55%), while the remaining 45% ranges between IDR 10 and 25 million. None of the participants reported capital exceeding IDR 25 million, reflecting limited capital capacity and a micro scale business profile. This condition is further reinforced by the number of employees, with 90% of businesses employing fewer than three workers, indicating family based or individual business operations.

Monthly turnover is largely in the low category, with 75% earning less than IDR 5 million per month, while the remaining 25% earn between IDR 5 and 10 million. No participants reported monthly sales exceeding IDR 10 million, suggesting significant potential for sales growth if supported by appropriate marketing strategies and product development.

Regarding social media utilization, all participants used WhatsApp (100%) as their primary communication and promotional media. However, the use of other platforms remains limited, with Instagram at 40%, Facebook at 25%, and TikTok at 5%. This indicates that digital literacy and online marketing capabilities among participants are still relatively low and have strong potential for improvement.

Overall, the participant data profile illustrates that the MSME/WUB participants involved in this community service program are at an early stage of business development, characterized by limited capital, low turnover, minimal workforce, and dominance of culinary businesses. Therefore, appropriate assistance strategies are required, including strengthening digital marketing capacity, enhancing brand identity, and improving access to capital to support more sustainable business growth.

Validity and Reliability Testing

Based on the questionnaires distributed to the community service participants, 20 responses were collected and processed to measure participants' understanding of the material delivered, which included brand identity, innovative products, labeling and packaging, and hands-on practice in developing innovative products in the form of café-style traditional herbal health beverages (*jamu*).

To assess the participants' level of understanding, a scoring scale was applied to the responses, enabling the interpretation of participants' comprehension levels. Prior to data analysis, the validity and reliability of the questionnaire were tested. The validity and reliability test results were obtained using SPSS version 23.

Table 3. Validity and Reliability Test of the Questionnaire Instrument

Code	Indicator	Validity Value	Validity Status	Cronbach's Alpha	Reliability Interpretation
Brand Identity				0.787	Acceptable; Reliability is acceptable
BI01	Physique	0.867	Valid		
BI02	Personality	0.659	Valid		
BI03	Culture	0.681	Valid		
BI04	Relationship	0.805	Valid		
BI05	Consumer Reflection	0.797	Valid		
BI06	Self-image	0.690	Valid		
Innovative Product				0.764	Acceptable; Reliability is acceptable
PI01	Novelty	0.681	Valid		
PI02	Value-added	0.697	Valid		
PI03	Market Relevance	0.604	Valid		
PI04	Brand Fit	0.719	Valid		
PI05	Innovation Consistency	0.633	Valid		
PI06	Differentiation	0.636	Valid		
Labeling				0.709	Acceptable; Reliability is acceptable
Lb01	Information Clarity	0.467	Valid		
Lb02	Accuracy and Compliance	0.458	Valid		
Lb03	Brand Visual Consistency	0.752	Valid		
Lb04	Visual Appeal	0.815	Valid		
Lb05	Transparency and Trust	0.605	Valid		
Lb06	Brand Recognition Enhancement	0.752	Valid		
Packaging				0.797	Acceptable;

Code	Indicator	Validity Value	Validity Status	Cronbach's Alpha	Reliability Interpretation
Pg01	Functionality	0.816	Valid		
Pg02	Visual Appeal	0.741	Valid		
Pg03	Brand Visual Consistency	0.703	Valid		
Pg04	Product Differentiation	0.856	Valid		
Pg05	Brand Value Communication	0.851	Valid		
Pg06	Sustainability and Positive Perception	0.763	Valid		

Source: Processed Data using SPSS adapted from Hair et al. (2021)

Based on the results of the validity and reliability tests of the questionnaire instrument using SPSS, all indicators across the variables of brand identity, innovative product, labeling, and packaging were declared valid, as the correlation values of each item to the total score exceeded the r-table value of 0.444 with a significance level of $p < 0.05$.

In terms of reliability, all variables demonstrated Cronbach's alpha values above 0.70, namely Brand Identity (0.787), innovative products (0.764), labeling (0.709), and packaging (0.797). According to Hair et al. (2021), these values fall into the acceptable category. This indicates that each indicator has acceptable internal consistency and can reliably measure the constructs of the respective variables. Therefore, the overall research instrument used in this study was considered valid and reliable for measuring MSME/WUB participants' understanding of branding strategies and their supporting elements.

To measure the level of understanding of community service participants, a set of questions covering brand identity, innovative products, labeling, and packaging were administered using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with a total of 20 participants ($N = 20$). The scale range was calculated by subtracting the minimum possible score from the maximum possible score and dividing it by five, as follows: $\{(20 \times 5) - (20 \times 1)\} / 5 = 16$. The measurement scales used are listed in Table 4.

Table 4. Measurement of Participants' Level of Understanding

Score Range	Assessment Criteria
84.4 – 100	Very High Understanding
68.3 – 84.3	High Understanding
52.2 – 68.2	Moderate / Uncertain
36.1 – 52.1	Low Understanding

Score Range	Assessment Criteria
20 – 36	Very Low Understanding

Source: Processed Data

Measurement Using Frequency Distribution

Measurement using frequency distribution aimed to identify the distribution and tendencies of respondents' answers for each indicator, calculate the percentage level of understanding or attitudes, and identify the highest and lowest achievement levels. This method facilitates the identification of response patterns, interpretation of results based on an assessment scale, and formulation of improvement recommendations.

In this study, a Likert-scale questionnaire ranging from 1 to 5 where 1 represents *Strongly Disagree* (SD) and 5 represents *Strongly Agree* (SA) was completed by 20 respondents. The data were then processed using SPSS through **Analyze** → **Descriptive Statistics** → **Frequencies** to obtain the frequency counts and percentages of responses for each variable indicator.

Table 5. Frequency Distribution of Responses

Variable	Indicator	1	2	3	4	5	Total Score	%
Brand Identity (BI)	BI01	—	—	—	1	9	89	89%
	BI02	—	—	—	1	10	88	88%
	BI03	—	—	—	2	11	85	85%
	BI04	—	—	—	2	10	86	86%
	BI05	—	—	—	3	12	82	82%
	BI06	—	—	—	4	7	85	85%
	Average						86	86%
Innovative Products (IP)	IP01	—	—	—	1	12	86	86%
	IP02	—	—	—	3	10	84	84%
	IP03	—	—	—	1	12	86	86%
	IP04	—	—	—	1	12	86	86%
	IP05	—	—	—	2	11	85	85%
	IP06	—	—	—	1	11	87	87%
	Average						86	86%
Labeling (Lb)	Lb01	—	—	—	7	12	74	74%
	Lb02	—	—	—	—	14	86	86%
	Lb03	—	—	—	2	15	81	81%
	Lb04	—	—	—	2	15	81	81%
	Lb05	—	—	—	3	16	78	78%
	Lb06	—	—	—	2	15	81	81%
	Average						80	80%

Variable	Indicator	1	2	3	4	5	Total Score	%
Packaging (Pg)	Pg01			2	9	87		87%
	Pg02			2	9	87		87%
	Pg03			2	10	86		86%
	Pg04			2	10	86		86%
	Pg05			2	6	90		90%
	Pg06			3	12	82		82%
	Average					86		86%

Source: Data processed using SPSS

Table 6. Achievement of Participants' Understanding of the Materials

No.	Variable	Achievement (%)
I.	Educational Delivery / Conceptual Understanding	
1	Brand Identity	86%
2	Innovative Products	86%
3	Labeling	80%
4	Packaging	86%
	Average	85%
II.	Hands-on Practice in Developing Innovative Products (Café-Style Herbal Beverages)	86%

Source: Processed data

Based on the results of the data analysis from respondents' answers to the distributed questionnaires, the findings can be explained as follows. The participant profile indicates that the majority of business actors operate in the culinary sector (50%), followed by grocery/basic commodities and fashion businesses at 15% each, while handicrafts and other types of businesses accounted for 10%. Business age is predominantly within the 1–3 year category (80%), with business capital below IDR 10 million (55%), fewer than three employees (90%), and monthly turnover below IDR 5 million (75%). These conditions illustrate that most participants are New Entrepreneurs (WUB) operating at a micro-scale with limited capacity. Social media utilization was still heavily concentrated on WhatsApp (100%), while Instagram (40%), Facebook (25%), and TikTok (5%) remained underutilized, indicating low levels of digital marketing literacy.

The validity test results demonstrate that all indicators of Brand Identity, Innovative Products, Labeling, and Packaging are valid, as the item correlation coefficients exceed the r-table value (0.444) with significance levels of $p < 0.05$. Reliability testing showed that Cronbach's alpha values for all four variables were above 0.70 Brand Identity (0.787), Innovative Products (0.764), labeling (0.709), and

packaging (0.797). Therefore, the instruments were categorized as "Acceptable" and deemed suitable for use.

Frequency distribution analysis reveals that participants' understanding falls into the "Very High Understanding" category for Brand Identity (86%), Innovative Products (86%), and Packaging (86%), while Labeling is categorized as "High Understanding" (80%). The highest indicator scores included physique (89%) for Brand Identity, differentiation (87%) for Innovative Products, brand value communication (90%) for packaging, and accuracy and compliance (86%) for Labeling. However, clarity of information remained the lowest indicator (74%). Overall, the participants demonstrated a high level of awareness regarding the importance of branding strategies, product innovation, and packaging, although further improvement is needed in label clarity and the optimization of social media usage. Compared to the initial targets, program outcomes exceeded expectations, with material comprehension reaching 85% (+15% above the 70% target) and practical skills in producing "Café-Style Herbal Beverages (*Jamu*)" achieving 86% (+21% above the 65% target). This success highlights the effectiveness of training methods based on interactive lectures, discussions, case studies, and hands-on practice as well as the strong enthusiasm of participants in developing skills to enhance business sustainability and competitiveness.

Based on the results of the community service program, there was a clear alignment between the program targets and the outputs obtained by partner participants. Knowledge improvement is reflected in the average level of understanding of brand identity, innovative products, labeling, and packaging, which exceeded predetermined targets, indicating the success of educational efforts in broadening participants' insights into branding strategies and business innovation. Skill enhancement was demonstrated through participants' successful application of innovative product development (café-style *jamu*), with achievement levels far exceeding the targets, confirming the effective transfer of knowledge into practical skills. Health improvement is realized through the application of safe, hygienic, and high-quality ingredients, ensuring that products are not only attractive but also safe for consumption. Increased income is expected to have a long-term impact because innovative products supported by attractive packaging and strong branding have the potential to increase consumer interest, expand market reach, and sustainably improve business turnover. Overall, these achievements indicate the program's success in delivering significant impacts on the sustainability of partner MSME/WUB businesses.

Conceptually, this success supports brand identity theory (Kapferer, 2012), which emphasizes the importance of brand consistency and differentiation in attracting and retaining consumers. These findings are also consistent with those of previous studies (Susilawati et al., 2023; Kristiawan & Keni, 2020), which show that a combination of product innovation, attractive packaging design, and effective labeling can enhance brand image and influence purchasing decisions. Furthermore, the improvement of digital marketing skills initiated through this program is expected to expand market reach and strengthen the competitiveness of new entrepreneurs (WUB), both in local markets and online platforms (Suharyati et al., 2023; Suharyati et al., 2021).

The achievement of this program is aligned with several Sustainable Development Goals (SDGs), including SDG 1 through capacity building and skill enhancement to

increase MSME/WUB income SDG 3 through the production of safe and high-quality innovative products SDG 8 by improving competencies that drive productivity and economic growth SDG 9 through product innovation and digital technology utilization SDG 12 via environmentally friendly packaging and responsible production and SDG 17 through collaboration and strategic partnerships. This program not only strengthens the capacity and sustainability of participant businesses but also contributes to the achievement of global SDG targets.

Activity Documentation (Photographs)



Figure 1. Delivery of a Lecture on Brand Identity Materials



Figure 2. Hands-on Practice in Preparing "Café-Style Jamu" Beverages



Figure 3. "Café-Style Jamu" Beverage Product

CONCLUSION

This community service program successfully improved the understanding and skills of MSMEs/New Entrepreneurs (WUB) in the areas of brand identity, innovative products, labeling, and packaging. The educational outcomes and hands-on practice in developing innovative products exceeded the predetermined targets, demonstrating the effectiveness of training methods that integrated theoretical explanations with practical applications. Participants showed a high level of awareness of the importance of innovation, visual brand consistency, and packaging as a medium for communicating brand value. However, further improvements are still needed in terms of label information clarity and the optimization of social media utilization.

The program also generated significant outputs for partner participants, including increased knowledge through a comprehensive understanding of the materials, enhanced skills demonstrated by the ability to practice innovative product development, improved health aspects through the application of safe and hygienic ingredients and production processes, and the potential for increased income driven by product attractiveness, market expansion, and brand strengthening. Overall, this activity not only met but also exceeded the established targets, contributed to the achievement of the Sustainable Development Goals (SDGs), and supported business sustainability.

Several recommendations are proposed: strengthening digital branding and online marketing through advanced training based on storytelling and social media strategies (Instagram, Facebook, and TikTok); improving label and packaging design by ensuring clear information, consistent brand visuals, and the use of environmentally friendly materials; developing products in line with market trends and consumer needs while maintaining quality, safety, and added value; enhancing product health standards through education on hygiene, food safety, and the use of natural ingredients; facilitating access to capital and business networks to expand market reach; and conducting continuous post-training monitoring and evaluation to ensure consistent application of acquired skills.

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