

INCREASING THE CAPACITY OF MSMEs GUARDED BY THE AISIYAH BALI REGIONAL LEADERSHIP IN BRANDING AND SALES THROUGH BRAND MANAGEMENT AND SELLING STRATEGY TRAINING IN MSMEs GUARDED BY THE AISIYAH BALI REGIONAL LEADERSHIP

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ABSTRACT

This community service activity aims to improve the capacity of MSMEs fostered by the Aisiyah Bali regional leadership in managing brands and sales strategies. Through intensive training, participants are taught basic branding concepts, brand identity creation, and effective sales strategies. The methods used include lectures, discussions, case studies, and direct mentoring. The results show an increase in participants' understanding of the importance of brand management and selling strategy, as well as their ability to design branding and sales strategies for their products. This activity is expected to encourage the growth of MSMEs fostered by the Aisiyah Bali regional leadership by increasing product competitiveness and selling value.

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1. INTRODUCTION

Micro, small, and medium enterprises (MSMEs fostered by the Aisiyah Bali regional leadership) are one of the main pillars of the Indonesian economy. Data from the Ministry of Cooperatives and MSMEs fostered by the Aisiyah Bali regional leadership shows that in 2023, MSMEs fostered by the Aisiyah Bali regional leadership contributed more than 60% to Indonesia's gross domestic product (GDP) and absorbed around 97% of the workforce (Jubaedah 2017). The contribution of MSMEs fostered by the Aisiyah Bali regional leadership is not only seen from an economic perspective, but also from a social perspective, where MSMEs fostered by the Aisiyah Bali regional leadership are the backbone in reducing unemployment and poverty. However, despite their very strategic role, MSMEs fostered by the Aisiyah Bali regional leadership still face various challenges that hinder their growth and competitiveness. One of the main challenges faced by MSMEs is a lack of understanding of the importance of branding and sales strategies (Andriani et al. 2021). Branding, or brand management, is the process of building a product or service identity and image that differentiates it from competitors (Vikaliana et al. 2021). Strong branding not only increases product value but also builds customer loyalty (Hutami and Mutmainah 2021). Many MSMEs assisted by the Aisiyah Bali regional leadership still consider branding secondary or even unimportant. They tend to focus on production without considering how to market their products effectively (Nuraini et al. n.d.).

Furthermore, ineffective sales strategies are also a serious problem. Many MSMEs still rely on traditional sales methods, such as selling products directly to consumers or through intermediaries, without exploiting broader market potential (Muthiah and Setiawan 2019). In fact, in the current digital era, innovative sales strategies, such as marketing through social media and e-commerce, can open up greater market opportunities. However, limited knowledge and access to technology often hinder MSMEs assisted by the Aisiyah Bali regional leadership from adopting modern sales strategies. Another challenge faced by MSMEs assisted by the Aisiyah Bali regional leadership is the lack of ability to manage brand equity or brand value. Brand equity encompasses aspects such as brand awareness, perceived quality, customer loyalty, and brand association. MSMEs fostered by the Aisiyah Bali Regional Leadership

that are able to build strong brand equity will have a competitive advantage in the market. However, many MSMEs fostered by the Aisiyiah Bali Regional Leadership do not yet understand how to measure and enhance their brand value. As a result, their products are often perceived as ordinary commodities with no added value.

On the other hand, market competition is increasingly fierce, both from fellow MSMEs fostered by the Aisiyiah Bali Regional Leadership and from large corporations. Globalization and technological advancements have facilitated the entry of imported products into the domestic market, often with more competitive quality and prices. To compete, MSMEs fostered by the Aisiyiah Bali Regional Leadership need to build a strong brand and implement effective sales strategies. Without this, MSMEs fostered by the Aisiyiah Bali Regional Leadership will struggle to survive, let alone thrive. This situation is exacerbated by the impact of the COVID-19 pandemic, which has changed people's consumption patterns. Many consumers have shifted to online shopping, so MSMEs assisted by the Aisiyiah Bali Regional Leadership that are unable to adapt to this change are at risk of going out of business. The pandemic has also caused a decline in purchasing power, forcing MSMEs assisted by the Aisiyiah Bali Regional Leadership to be more creative in marketing their products. However, without an adequate understanding of branding and sales strategies, these efforts often fail to produce optimal results.

Given this situation, this community service activity was designed to help MSMEs assisted by the Aisiyiah Bali Regional Leadership increase their capacity in branding and sales. This activity aims to provide training and mentoring to MSMEs assisted by the Aisiyiah Bali Regional Leadership so they can understand the importance of branding, build a strong brand identity, and implement effective sales strategies. Thus, it is hoped that MSMEs assisted by the Aisiyiah Bali Regional Leadership can increase the competitiveness of their products, expand their market share, and ultimately contribute more to the national economy. This community service activity is also in line with the sustainable development goals (SDGs), especially goal 8, namely "decent work and economic growth", and goal 9, namely "industry, innovation, and infrastructure". By increasing the capacity of MSMEs fostered by the Aisiyiah Bali regional leadership, this activity is expected to create wider employment opportunities, encourage innovation, and strengthen infrastructure.

2. METHODS

The methods used in this training include:

1. Interactive Lecture: Presentation of material by a speaker who is an expert in branding and sales.
2. Discussion and Q&A: Participants are given the opportunity to ask questions and discuss the material presented.
3. Case Study: Case analysis of a successful MSME mentored by the Aisiyiah Bali regional leadership that has implemented branding and sales strategies effectively.
4. Hands-on Practice: Participants directly put the material they have learned into practice, such as creating a logo, managing an online business account, and designing a sales strategy.
5. Mentoring: The community service team provides individual mentoring to participants to ensure they understand and are able to apply the material.

Tools and Materials

1. Tools: Laptop, projector, whiteboard, and sound system.
2. Materials: Training modules, stationery, and examples of branding materials (logos, slogans, etc.).
3. Digital Platforms: Social media (Instagram, Facebook), marketplaces (Tokopedia, Shopee), and simple CRM tools.

Activity Evaluation

1. Evaluation was conducted to measure the success of the activity and its impact on participants. The evaluation methods used included.
2. Pre-Test and Post-Test: Participants were given tests before and after the training to gauge their understanding.
3. Satisfaction Questionnaire: Participants completed a questionnaire to assess the quality of the training and their satisfaction with the material presented.
4. Field Monitoring and Evaluation: The community service team conducted follow-up visits to the MSMEs assisted by the Aisiyiah Bali regional leadership to monitor the implementation of the strategies taught.

Success Indicators

The success of this activity was measured based on the following indicators:

1. Increased participant understanding of branding and sales strategies (as seen from the pre-test and post-test results).
2. Participants' ability to create an effective brand identity and sales strategy.
3. Increased sales and market expansion of the MSMEs assisted by the Aisiyah Bali regional leadership after participating in the training.
Level of participant satisfaction with the training (as seen from the questionnaire results).

3. RESULTS AND DISCUSSION

1. Participant Profile

The training was attended by 30 MSMEs under the guidance of the Aisiyah Bali regional leadership from various sectors, including food, handicrafts, and fashion. The majority of participants were micro-business owners with less than five years of business experience. Seventy percent of participants had never previously participated in similar training, while another 30% had received basic marketing training.

2. Improved Participant Understanding

Based on the results of the pre- and post-tests, there was a significant increase in participants' understanding of the concept of branding and sales strategies. Before the training, only 20% of participants understood the importance of branding, while after the training, 90% of participants were able to explain the concept of branding and its benefits for their businesses. Some key points that participants understood include:

- a. The importance of building a strong brand identity.
- b. The role of branding in increasing product sales value.
- c. Effective sales strategies to reach a wider market.

3. Brand Identity Creation Practice

During the training, participants were taught how to create a brand identity, including a name, logo, and slogan. As a result, 25 participants (83%) successfully designed a brand identity that suited their products. Examples of this success include:

- a. A handicrafts MSME, supported by the Aisiyah Bali regional leadership, successfully created a logo that reflects local and cultural values, with the slogan "Local creations, go international."
- b. A snack food MSME, supported by the Aisiyah Bali regional leadership, created an attractive and memorable logo, with the slogan "Savory Taste Unmatched."

4. Sales Strategy Implementation

Participants were also taught traditional and modern sales strategies, including digital marketing through social media and marketplaces. The results were:

- a. 80% of participants began utilizing social media (Instagram and Facebook) to market their products.
- b. 50% of participants created business accounts on marketplaces such as Tokopedia and Shopee.
- c. Some participants reported a 20-30% increase in sales within one month of the training.

5. Customer Relationship Management (CRM)

Participants were taught how to manage customer relationships using simple CRM tools. The results were:

- a. 70% of participants began collecting customer data, such as names, phone numbers, and purchasing preferences.
- b. Several participants reported increased customer loyalty after implementing CRM

strategies, such as providing special discounts to repeat customers.

6. Challenges Faced

Although the training successfully improved participants' understanding and skills, several challenges remained, including:

- a. **Limited Access to Technology:** Some participants had difficulty accessing the internet or using digital devices due to limited infrastructure.
- b. **Time Constraints:** Some participants felt the training time (3 days) was too short to master all the material.
- c. **Consistent Implementation:** Some participants reported difficulty consistently implementing the strategies they had learned due to limited resources.

7. Impact of the Activity

This training activity had a positive impact on participants, including:

- a. **Increased Competitiveness:** Participants felt more confident in marketing their products because they had a strong brand identity.
- b. **Market Expansion:** Several participants successfully reached new markets through social media and marketplaces.

9. Participant Satisfaction Evaluation

Based on the questionnaire results, 95% of participants expressed satisfaction with the training. They felt the material presented was relevant to their business needs, and the interactive training method made it easier for them to understand. Some suggestions from participants include:

- a. Increasing the duration of the training for greater in-depth training.
- b. Providing follow-up support after the training.

4. CONCLUSIONS

The community service activity, themed "Improving the Branding and Sales Capacity of MSMEs under the auspices of the Aisiyah Bali Regional Leadership" (Improving Brand Management and Selling Strategy Training) successfully achieved its stated objectives. Based on the results, the following conclusions can be drawn:

1. **Improved Participant Understanding and Skills:**
 - a. Participants experienced a significant increase in their understanding of the concept of branding and sales strategies. Before the training, only 20% of participants understood the importance of branding, but after the training, 90% were able to explain the concept effectively.
 - b. Participants also successfully designed brand identities (names, logos, and slogans) that matched their products and understood modern sales strategies such as digital marketing through social media and marketplaces.
2. **Direct Application in Business:**
 - a. 80% of participants began utilizing social media to market their products, and 50% of participants created business accounts on marketplaces.
 - b. Several participants reported a 20-30% increase in sales within one month of the training, demonstrating the immediate application of the material to their businesses.
3. **Positive Impact on MSMEs Assisted by the Aisiyah Bali Regional Leadership:**

This activity has helped MSMEs assisted by the Aisiyah Bali Regional Leadership improve the competitiveness of their products through strong branding and effective sales strategies. Participants felt more confident in marketing their products and were able to reach a wider market.
4. **Challenges Faced:**

Although the activity was successful, several challenges remained, such as limited access to technology, limited training time, and difficulty in consistently implementing strategies. Overall, this activity has had a positive impact on MSMEs assisted by the Aisyiyah Bali Regional Leadership, both in terms of knowledge, skills, and increased income. This demonstrates that branding and sales strategy training is a crucial step in supporting the growth and competitiveness of MSMEs assisted by the Aisyiyah Bali Regional Leadership.

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