

Collaboration between Universitas Muhammadiyah Surabaya and Singapore Polytechnic in Brand Identity Strengthening for MSMEs in Kampung Jamu Surabaya

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) in Kampung Jamu Genteng Candirejo are traditional business centers with great potential for growth, but they still face a number of obstacles in digital marketing and brand identity strengthening. This community service activity aims to improve the capacity of MSME actors through training in digital marketing, branding strategies, and logo creation that can represent the character of the product. The program was implemented on October 6, 2025, through a collaboration between students from UM Surabaya and Singapore Polytechnic. The implementation methods included counseling, workshops, and intensive mentoring. The results of the activity showed an increase in participants' knowledge of digital marketing strategies, their ability to create promotional content, and the formation of a new visual identity for several MSMEs. This international collaboration provided added value through the exchange of insights and creative approaches to community empowerment. It is hoped that this activity will have a sustainable impact on the competitiveness of local MSMEs in the digital era.

Keywords: MSMEs; Digital Marketing; Branding; Logo; International Collaboration

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in regional economic development, including in the city of Surabaya. One MSME center with great potential for development is Kampung Jamu Genteng Candirejo, which is known as an area for the production of traditional herbal medicines based on local wisdom. MSME products in this region are unique, but most businesses still face various challenges in terms of marketing, especially in the digital context^{1,2}.

In the digital era, the existence of social media and online marketing platforms opens up great opportunities for MSMEs to expand their market reach. However, their ability to utilize digital marketing is still limited due to a lack of technical knowledge, a lack of strong brand identity, and minimal visual design skills, such as logo creation. The right brand identity is key to differentiating MSME products from competitors, creating added value, and increasing consumer loyalty^{3,4}.

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Seeing this need, this community service activity was designed to provide training in digital marketing, branding, and logo creation. This activity became even more meaningful because it involved collaboration between students from UM Surabaya and Singapore Polytechnic, enabling the exchange of knowledge, learning methods, and broader creative design perspectives^{5,6}. The purpose of this activity was to help MSMEs increase their competitiveness by improving their capacity and practical skills in digital marketing and strengthening their brand identity.

2. Material and Methods

This community service activity was held for five days, from October 2 to 6, 2025, with the main location at the Kampung Jamu Genteng Candirejo Village Hall and direct visits to several homes of MSME entrepreneurs. The selection of these two locations was intended to ensure that the empowerment process was more flexible and suited to the needs of the participants, both in the form of group counseling and personal assistance. This activity covered two main focuses, namely digital marketing training and product logo design training, which were aimed at increasing the sales and competitiveness of MSMEs in the digital market. Digital marketing training was provided through theoretical and practical sessions on the use of social media, simple content creation, online marketing strategies, and an introduction to digital promotion features. Meanwhile, logo design training is conducted through a process of brainstorming product identities, manual sketching, and digitizing designs using simple applications^{7,8}. The entire series of activities is carried out through collaboration between students from Universitas Muhammadiyah Surabaya and Singapore Polytechnic, who act as facilitators, assistants, and mentors during the training process. This international collaboration provides added value through the exchange of insights, creativity, and more varied learning approaches, so that MSMEs receive comprehensive and practical assistance to improve their branding and digital marketing capabilities.

3. Result and Discussion

The digital marketing training activity in Kampung Jamu Genteng Candirejo is a strategic effort to increase the capacity of MSME players in facing marketing challenges in the digital era. In the initial stage of the training, participants were introduced to the basic concepts of digital marketing, including an understanding of current digital consumer behavior, which increasingly involves searching for product information via the internet and social media. This approach is important considering that local MSMEs still rely heavily on word-of-mouth marketing and have not yet optimally utilized digital platforms as effective and affordable promotional media^{9,10}.



Figure 1 Digital marketing training activities at the village hall and in residents' homes

During the training, participants learned about marketing strategies on various platforms such as Instagram, WhatsApp Business, and TikTok, which are now the main promotional channels for many small businesses. Participants are taught how to create simple yet engaging visual content, from product photography techniques and short video production to selecting promotional words or captions that can increase consumer interest. By understanding these techniques, MSMEs are expected to improve the quality of their visual communication so that the products they sell appear more professional and valuable in the eyes of consumers¹¹.

In addition to improving the quality of promotion, digital marketing also plays a major role in expanding the market reach of MSMEs. One of the advantages of digital marketing is its ability to transcend geographical boundaries, allowing

consumers from outside the city and even outside the island to learn about Kampung Jamu products. During the training, participants were shown how the use of hashtags, insight features, and consistent content posting strategies can increase the visibility of their business accounts. This gave participants a new understanding that the digital market has great potential to develop their businesses more broadly and sustainably¹².

In addition to digital marketing training, this activity also focuses specifically on logo creation as an important part of the branding process for MSME herbal medicine products. A logo is a visual identity that can describe the character, value, and uniqueness of a product. In the training session, participants were invited to understand the basic principles of logo design, from color selection and shape to symbolic elements that match the characteristics of traditional herbal medicine. Students from UM Surabaya and Singapore Polytechnic assist participants in drawing initial sketches and processing them into digital designs using simple applications that are easy for MSMEs to operate¹³.



Figure 2 Product Label Results and Product Logos

The creation of this logo provides significant benefits for MSMEs because a good logo can increase consumer recall of the product. By having a consistent and recognizable logo, herbal medicine products will stand out more among other competitors. A logo also enhances the professionalism of packaging, making it easier for MSMEs to market their products on both online and offline platforms. In this training, participants were very enthusiastic when they saw the results of their own logo designs, which they had never imagined they could create independently with the help of a mentor¹⁴.

Overall, this digital marketing training and logo design activity had a significant positive impact on MSMEs in Kampung Jamu Genteng Candirejo. Participants not only learned about modern marketing strategies, but also understood the importance of visual identity as part of product branding. The combination of digital promotion skills and visual branding has made SMEs better prepared to compete in an increasingly competitive market. With the guidance of students from two countries, this activity not only improved the participants' technical skills but also provided a creative, collaborative, and practical learning experience. It is hoped that all the techniques and knowledge gained can be consistently applied to drive the growth and sustainability of local SMEs.

4. Conclusion

This community service activity successfully improved the capacity of MSME actors in Kampung Jamu Genteng Candirejo in digital marketing and brand identity strengthening. Through training and direct mentoring, participants were able to create promotional content, understand digital marketing strategies, and produce logos that reflect their product identities. The collaboration between students from UM Surabaya and Singapore Polytechnic had a positive impact on the training process. This activity is expected to contribute to increasing the competitiveness of local MSMEs in the digital era.

Suggestion

Based on the results of this community service activity, it is recommended that continuous mentoring and advanced digital marketing training be provided to ensure the sustainability of MSME development in Kampung Jamu Genteng Candirejo. Establishing a collective digital management team and strengthening a unified brand identity for the village can enhance its market positioning as a traditional herbal center in Surabaya. Furthermore, sustained collaboration between Universitas Muhammadiyah Surabaya and Singapore Polytechnic should be expanded into long-term programs such as business incubation, product development, and market analysis. Regular monitoring and evaluation are also essential to measure the program's economic impact and ensure continuous improvement in MSME competitiveness in the digital era.

Compliance with ethical standards

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Disclosure of conflict of interest

The author reports no conflicts of interest in this work.

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