



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 4, Issue 3, October 2024

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

**Application of Product Branding to Increase the Effectiveness of
MSME Marketing (Mangrove Drinks and Onion Chips)
in Kwala Langkat Village**

Achmad Ramadhan¹, Ananda Aditya Sari Harahap², Nurul Amanda Khairani

Lubis³, Rizka Tri Andini⁴, Anita Purnama Sari⁵, Siti Aini⁶

^{1,2,3,4,5,6} Universitas Islam Negeri Sumatera Utara Medan, Indonesia

ABSTRACT

In the era of globalization in marketing communications, there are many strategies that can be used, one of which is product branding, namely the strategy or process of building a unique identity and value for MSME products. So it can be differentiated from other competitors and attract consumer interest. This research article aims to analyze product branding in increasing the marketing effectiveness of MSMEs in Kwala Langkat Village. The results of this research show that the application of logos, slogans and product packaging has a big impact on sales of mangrove drink products and onion chips in Kwala Langkat Village; awareness of the residents of Kwala Langkat Village to play a full role in improving branding on products sold to become products that are ready to compete and attract consumers; Product branding is the right strategy and increases the effectiveness and competitiveness of MSMEs in Kwala Langkat Village.

Product Branding, Marketing, MSMEs.

ARTICLE INFO

Article history:

Received

25 July 2024

Revised

23 August 2024

Accepted

20 September 2024

Keywords

Corresponding

Author 

achmadramadhannn@gmail.com

INTRODUCTION

Amidst the increasingly fierce globalization and market competition, micro, small, and medium enterprises (MSMEs) play a crucial role in the local economy. MSMEs often face various challenges, ranging from limited resources to difficulties in marketing their products effectively. One approach that can help MSMEs to increase their competitiveness is through the implementation of appropriate product branding. Effective branding not only strengthens product identity but also increases its attractiveness and selling value in the market. Kwala Langkat Village, located in North Sumatra, is an example of a community that has great local product potential but has not been fully utilized. In this village, there are unique products such as mangrove drinks and prickly spinach chips that offer special benefits and advantages. Mangrove drinks, made from natural ingredients extracted from mangrove plants, have high

health value, while prickly spinach chips offer a healthy snack alternative that is rich in nutrients. Although these products have significant market potential, less than optimal branding often limits their growth and market penetration.

In the context of community service, it is important to focus efforts on developing the skills and knowledge of MSME actors regarding product branding. This community service program aims to provide an in-depth understanding of the importance of branding and practical strategies that can be applied to improve the effectiveness of local product marketing in Kwala Langkat Village. Through this community service, it is hoped that MSME actors can obtain the tools and techniques needed to develop their brands, attract more consumers, and increase product competitiveness in a wider market. Community service in the field of product branding is not new. Several previous initiatives have shown that training and mentoring on branding can have a positive impact on MSMEs. For example, community service programs carried out in several regions in Indonesia have succeeded in increasing the knowledge of MSME actors about the importance of branding and brand image management. These programs often include training on brand identity, logo design, digital marketing strategies, and effective communication techniques to build relationships with consumers.

In Kwala Langkat Village, this service will be carried out through a series of activities that include training, workshops, and direct assistance. The training will focus on the basic concepts of branding, including how to create a strong and consistent brand identity, design an attractive logo and packaging, and create effective marketing messages. Interactive workshops will provide opportunities for MSMEs to apply the theories they have learned in the context of their own products. In addition, direct assistance will help MSMEs implement branding strategies that have been discussed during training and workshops. This assistance will include evaluation of existing brands, recommendations for improvement, and assistance in developing marketing and promotional materials. Through this approach, it is hoped that MSMEs can understand and overcome the various challenges faced in implementing their product branding.

This service will also involve market analysis and identification of potential consumer segments. By understanding market characteristics and consumer preferences, MSMEs can adjust their branding strategies to better meet market needs and wants. This knowledge will be the basis for developing more effective and efficient marketing strategies. In the process of implementing the service program, it is important to conduct periodic evaluations to measure the success and impact of the activities carried out. This

evaluation will include collecting feedback from MSMEs, analyzing sales results before and after branding implementation, and assessing changes in consumer perceptions of the product. The results of this evaluation will provide valuable information for further improvement and development of the service program.

By actively involving MSMEs in every stage of the service, it is hoped that a greater sense of ownership and commitment to branding efforts will be created. This direct involvement will help ensure that MSMEs can implement the strategies they have learned in the most relevant and effective way for them. Overall, this service program aims to empower MSMEs in Kwala Langkat Village with the knowledge and skills needed to maximize the potential of their local products. With a holistic and integrated approach, it is hoped that there will be an increase in marketing effectiveness and product competitiveness, as well as a greater contribution to the local economy.

The success of this community service program will be a good example for similar initiatives in other areas, showing that with the right support, MSMEs can grow and compete better in an increasingly complex market. Thus, this community service will not only provide direct benefits to Kwala Langkat Village but also has the potential to become a model for MSME development in various regions in Indonesia.

RESEARCH METHODE

The research method used in this study is qualitative. Qualitative research is research that emphasizes the most important thing about the nature of an item or object. Qualitative research is deepened from a social phenomenon or social environment consisting of actors, events, places and times. Method is a way taken to solve the problem of an object being studied. The research method used in this study is qualitative. Qualitative research is research that emphasizes the most important thing about the nature of an item or object. Qualitative research is deepened from a social phenomenon or social environment consisting of actors, events, places and times. By using this method, it can answer research problems that require a deep and comprehensive understanding of the object being studied to produce research conclusions in the context of the time and situation concerned.

RESULT AND DISCUSSION

Analysis of Product Branding Implementation on Mangrove Drinks and Bawang Chips

Effective branding can increase product appeal in the market and build consumer loyalty, especially in nature-based and health products. This article

analyzes the branding implementation of mangrove beverages and prickly spinach chips, which each have great potential in the natural and health product market. This study highlights the branding process from market research, brand identity creation, marketing strategy, to evaluation of emerging criticism. Based on this analysis, it was found that the branding success of both products is highly dependent on a deep understanding of the market, product innovation, and effective communication of product benefits to consumers. The results of this study provide guidance for product developers in implementing the right branding strategy to achieve market success. Market research conducted by mangrove beverage and prickly spinach chip manufacturers shows that the main target market for these products is consumers who care about health and the environment. Based on surveys and interviews, it was found that mangrove beverages attract consumers' interest because of the claimed health benefits of mangroves which are rich in antioxidants and nutrients. However, challenges arise due to low consumer awareness of this raw material, which requires intensive educational efforts.

Spiny spinach chips, on the other hand, have their own appeal because they use unique and traditional raw materials, which are considered to have health benefits. However, similar challenges arise due to the negative perception of the word "thorny", which can create an impression of being unsafe or uncomfortable among consumers who are not familiar with it. Creating a strong brand identity is key to the success of branding these two products. For mangrove drinks, the brand must reflect the uniqueness and ecological benefits of the raw materials, as well as convey the message that the product is environmentally friendly. Logos depicting mangrove trees or other natural elements, as well as the use of green and blue colors, can help reinforce the natural and healthy image.

Spiny amaranth chips require a slightly different approach. Brands need to highlight the uniqueness and health benefits of prickly amaranth, which can be achieved through attractive and informative packaging design. The use of fresh colors such as dark green and gold can reflect the freshness and quality of the product. In addition, emphasizing the traditional heritage and stories behind the use of prickly amaranth can strengthen the brand's identity as an authentic and beneficial product. Marketing strategies applied to mangrove drinks and prickly amaranth chips need to combine online and offline promotions to reach a wider audience. Social media, such as Instagram and Facebook, have become key platforms in introducing products to younger, health-oriented consumers. Marketing campaigns involving influencers in the

health and culinary fields can also help build credibility and increase brand visibility.

In addition to digital promotion, participation in local product exhibitions, food festivals, and bazaars is also effective in introducing products directly to consumers. The use of promotional materials such as brochures, product sampling, and attractive displays at these events can strengthen branding messages and increase sales. Storytelling-based marketing strategies are also important in building emotional connections with consumers. Stories about the process of making mangrove drinks, from collecting raw materials to environmentally friendly processing, can attract consumers who care about sustainability issues. Likewise, stories about the traditions and health benefits of prickly spinach can increase consumer appreciation for prickly spinach chips.

One of the main criticisms of mangrove drinks is the unusual taste and may not suit all consumers' preferences. Several consumers who tasted the product expressed that the distinctive mangrove taste needs adjustment. Therefore, further taste testing and innovation in flavor variants are needed to reach more consumers. The relatively higher price compared to conventional drinks is also a challenge, so promotional strategies that emphasize the added value of the product need to be strengthened. Spiny amaranth chips face challenges in terms of consumer perception of the word "spiny". Although prickly amaranth has many health benefits, the word "spiny" can raise concerns about product safety. To overcome this, manufacturers need to ensure clear communication about the processing and safety of the product, for example through labels that explain that the product has been processed safely and according to standards.

The Impact of Branding on Increasing Consumer Awareness and Attraction

Branding is growing rapidly following technological advances, Branding plays an important role in attracting consumer interest and loyalty to a product or service. The technique for branding to influence consumer appeal such as, creating a positive brand image, A positive brand image can increase consumer appeal to a product or service. Brands that have a good reputation and strong associations in the minds of consumers will attract more of their attention. This can also be called Brand trust has an influence on the sustainability of a brand, because when a brand has lost consumer trust, products with that brand will be difficult to develop in the market. However, on the other hand, when a brand gains consumer trust, products with that brand will be difficult to develop in the market. Brand trust is the consumer's point of view with the brand and a sense of trust in the brand, satisfaction, experience, and direct and indirect use

with the brand and provides positive results to consumers so that it will create loyalty to a brand.

Brand trust that provides value to consumers to increase purchases for consumers repeatedly, of course there will be loyal consumers to the brands they consume and recommend to many people. The purpose of this brand includes the ultimate goal of the business, namely revenue and a good brand image in the market. Every business has different brand goals and targets depending on what they want to achieve. One of the common brand goals is as a business or company identity so that they can be distinguished from others. In addition to being a business identity so that it is different from other businesses. There are also branding goals for awareness and appeal as follows:

1. Building brand awareness is the percentage of customers who know and remember your brand. For example, customers will mention your brand when they receive questions about a particular product category such as prickly spinach crackers. The purpose of awareness is to dominate the market and facilitate the sales process. After you build awareness in the market, this awareness will be a protector for the continuity of your business. This is because the brand will always get attention from the market and the brand will always be trusted by customers.
2. Creating emotional connections, When consumers buy prickly spinach crackers based on their feelings and relationships with the business, it has created an emotional connection. Creating emotional connections is an important part of a business branding strategy.
3. Differentiating the product, when consumers have understood why prickly spinach chips are different from others or even better then they will always have a reason to buy. This will put the business in a safe position because customers will always have a clear reason to buy.
4. Creating credibility and trust, In branding strategy must know how to plan and develop credibility and trust. Basically brand or brand is a reputation that is generated from promises that have been made and maintained consistently. This can create recognition from the market and they will be able to recognize the brand name and visual symbols such as logos, colors, packaging or products. In addition, your brand will have high authority so that the product will be difficult to beat by competitors. If the brand fails to create credibility and trust then the purpose and strategy of the brand have failed completely.
5. Motivating purchases, Brand is a very effective and efficient marketing tool to build interest, prestige, motivation and purchasing appeal for customers. Even they will remain motivated to buy your product even

though the product has not been launched on the market. With this purchase motivation, it will create brand loyalty so that customers will be loyal to buy products.

From the explanation above, branding can have a certain appeal to consumers so that it can stabilize competitive advantage in the market. Competitive advantage is the heart of a company's performance in a competitive market. Competitive advantage basically grows from the value or benefits that can be created for its buyers. Competitive advantage basically grows from the value or benefits created by the company for its buyers that are more than the costs that must be incurred to create them. Competitive advantage is a profitable strategy from companies that cooperate to compete more effectively in the market. Competitive advantage is created if the company focuses on customers, meets customer needs and facilitates more flexible payments for customers. The indicators of competitive advantage used to measure competitive advantage are cost advantage, differentiation, focus.

The Effectiveness of Branding Strategy in Increasing Sales and Competitiveness of MSMEs

Branding acts as a tool to build customer trust. By conveying business values through branding design, SMEs can create an emotional connection with consumers. The professional and reliable impression created by branding helps overcome skepticism and increase customer trust in the products or services offered. This trust becomes a solid foundation for building long-term relationships, ensuring customer retention, and supporting organic business growth. In addition, branding can help SMEs enter the market more effectively. With a well-formed brand identity, SMEs can face the challenges of competition with more confidence. Professional branding design facilitates the marketing and promotion process, allowing businesses to reach a wider audience. High brand awareness can also open the door to partnership and investment opportunities, supporting business expansion and global market penetration. Thus, branding is not just an additional element, but an essential strategy in building the sustainability and success of SMEs in a dynamic market.

Having the right branding strategy can be the key to success for Micro, Small, and Medium Enterprises (MSMEs). Some branding strategies that can help strengthen the identity and increase the competitiveness of MSMEs include:

1. Understand the Market and Customer Orders

Before designing a brand strategy, it is important to first understand the target market and deepen the market by understanding customer needs. This includes a detailed analysis of consumer behavior, market trends,

and potential competitors. With a deeper understanding of their target audience, micro, small and medium enterprises (MSMEs) can develop more targeted steps to develop their brand identity. In addition, MSMEs must focus on identifying the unique value they can offer to their customers. Whether it is the highest product quality, personalized customer service, or an innovative approach to problems, this added value should be at the heart of your brand strategy. Next, brand design must be formulated to reflect these differentiating characteristics, creating a unique brand image and differentiating the MSME in an increasingly competitive market. All brand designs should aim to attract attention and meet consumer expectations. By understanding the tastes and demands of the target market, MSMEs can develop designs that are relevant and attractive to potential consumers. Ensuring consistency in promised value, brand design and customer experience provides a solid foundation for MSMEs to build a strong and successful brand identity in the market.

2. Create a Consistent Brand Identity

The importance of creating a consistent brand identity cannot be overstated. From visual elements like logos and colors to communication styles, SMEs must ensure that their identity accurately reflects their business values. This consistent design not only impresses consumers, but also serves as the foundation for building a strong brand image. The importance of this consistency is evident in every aspect of your marketing, from your website, to social media, to print media. By ensuring consistent brand messaging and aesthetics, SMEs can strengthen customer relationships and increase brand recall in the minds of consumers. Brand identity consistency is not only limited to visual elements but also communication style. MSMEs need to consistently convey their brand message across various marketing channels. This includes not only the words used, but also the tone of voice and how information is conveyed to consumers. By creating consistent messages and communication styles, MSMEs can build a brand image that is trustworthy in the eyes of consumers and give the impression of high integrity and consistency in delivering value to customers.

3. Focus on Customer Experience

Understanding and improving customer experience is an important aspect of a micro, small and medium enterprise (MSME) brand strategy. Branding design should not only focus on creating an attractive visual identity, but also on building an emotional connection with consumers. The goal is to create significant added value and ensure a consistently

positive atmosphere in every interaction, be it customer service, product purchases, or online interactions. By building deeper and more positive relationships, MSMEs can give the impression that their brand is not just a provider of products or services, but a partner who cares about the needs and satisfaction of its customers. To strengthen a positive reputation and provide real evidence of customer experience, MSMEs can utilize testimonials, reviews, and feedback. Showcasing customer success stories, collecting positive reviews, and responding to feedback appropriately can help build trust and validate the quality of the products and services offered. The use of these tools is not just an advertising tool, but also a way to build ongoing two-way dialogue and communication with consumers.

4. Take Advantage of Social Media

Social media has become an invaluable tool for micro, small and medium enterprises (MSMEs) in their branding strategy. The effectiveness of social media in shaping your brand image is crucial, and an important first step is to understand which platforms are most relevant to your target audience. MSMEs need to carefully select platforms that match consumer characteristics to maximize consumer exposure and engagement. Additionally, attractive design is key to capturing attention with rich content on social media. Logos, colors, and other design elements should be used consistently, reflecting the desired brand identity, and ensuring high recall. But the real success lies in actively engaging with your followers. Build a loyal online community by responding quickly to comments, engaging in discussions, and creating content that sparks conversation. Deeper conversations open the door to a deeper understanding of customer needs, provide space for direct feedback, and foster emotional connections that can strengthen customer loyalty. MSMEs are not only expanding their brand reach by building an active and engaged online community, but also creating an interactive platform to promote their products and services, making social media a vital part of their overall branding strategy.

5. Maintain Product or Service Quality

The success of a brand depends on a solid foundation of consistent product or service quality. Quality meets customer expectations and delivers a satisfying experience that exceeds expectations. Improving product or service quality is not just an operational exercise; it is a critical strategic investment to maintain and grow a brand's positive reputation. As a result, in a highly competitive market, consistent customer

experience is critical to building long-term trust and loyalty. In a competitive market, a brand's appeal and success depend on consistent quality. Consistent customer satisfaction with a product or service helps build customer trust. This trust stems from the positive impression consumers have when interacting with the brand, in addition to the end result. Therefore, high quality is not only the ultimate goal, but also the foundation for a brand's appeal and advancement, which helps maintain market share and win customers' hearts.

It can be concluded that the close relationship between consistent quality and brand success is very important. A brand that can maintain and improve its quality consistently will be better able to compete and maintain its position in a dynamic market because investing in quality products or services not only supports customer satisfaction, but also builds a lasting foundation for consumer trust and loyalty.

CONCLUSION

The conclusion of the title "Implementation of Product Branding in Increasing the Marketing Effectiveness of MSMEs (Mangrove Drinks and Onion Chips) in Kwala Langkat Village" can include the following:

1. The Importance of Branding in Marketing: Product branding plays an important role in forming a strong identity and image for MSMEs, thus helping the product become better known by consumers.
2. Increasing Competitiveness: With an effective branding strategy, MSMEs such as mangrove drink and onion chip producers in Kwala Village, Langkat are able to compete with other products in a wider market.
3. Marketing Effectiveness: Good branding implementation can increase marketing effectiveness, because the product will be more easily recognized and remembered by consumers. This helps in creating customer loyalty and increasing sales.
4. Focus on Product Uniqueness: Branding also helps highlight the uniqueness of MSME products, such as mangrove drinks that may have unique advantages in terms of ingredients or health benefits, and onion chips that have a distinctive local taste.
5. The Importance of Consistency: Consistency in branding, such as using the same logo, colors, and message across all marketing media, is also important for building consumer awareness and trust in the product.

Overall, proper product branding can play a key role in increasing marketing effectiveness, encouraging the growth of MSME businesses in Kwala

Langkat Village, and helping them to be better known in local and regional markets.

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. CV. PENERBIT QIARA MEDIA.
- Fitriani, L. K. (2019). Analisis Modal Relasional, Kapabilitas Inovasi Produk dan Daya Tarik Produk Pengaruhnya Terhadap Kinerja Pemasaran Industri Kreatif di Wilayah Tiga Cirebon. *Syntax Literate; Jurnal Ilmiah Indonesia*, 4(10), 61-67.
- Ghozali, I, Nugraha. Asta. CH (2015). Analisis Kinerja Pemasaran Untuk Mencapai Keunggulan Bersaing (Studi Pada Centra Industri Pakaian Batik Di Pekalongan)
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Boston Massachusetts: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Upper Saddle River: Pearson Education.
- Smith, P. R., & Taylor, J. (2013). *Marketing Communications: Brands, Experiences, and Participation*. London: Kogan Page.