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Rebranding, Repackaging, and Digital Marketing Analysis for Micro, Small, and Medium Business Owners

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ABSTRACT

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The purpose of this research study is to analyze rebranding, repackaging, and digital marketing for micro, small, and medium business owners in Indonesia. This study uses a qualitative method with data collection through interviews and focus group discussions with Indonesian Micro, Small, and Medium Business Owners. The results of the study indicate that rebranding, repackaging, and digital marketing program to improve the capabilities of micro, small, and medium businesses is running well.

Keywords

Rebranding, Repackaging, Digital Marketing, Micro, Small, Medium Business Owners

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INTRODUCTION

Micro, small, and medium business owners are individuals or business entities that run businesses with criteria set by law. Micro, small, and medium businesses play an important role in the Indonesian economy, especially in employment absorption and economic growth (Tambunan et al., 2025). Micro and small businesses are often managed by individuals or families, while medium businesses are more complex and may have a more formal organizational structure (Pandiangan et al., 2022). The role of micro, small, and medium businesses is (Pandiangan et al., 2023):

1. Micro, small, and medium businesses play an important role in creating jobs and providing employment opportunities for many people.
2. Micro, small, and medium businesses help increase people's income through their business activities.

3. Micro, small, and medium businesses contribute greatly to Indonesia's economic growth.
4. By creating jobs and increasing income, micro, small, and medium businesses also contribute to improving people's welfare.

Marketing management is a process that includes planning, implementing, and controlling marketing activities to achieve company goals. It involves market analysis, market segmentation, brand management, and effective marketing strategies. In general, marketing management focuses on creating profitable exchanges with target buyers (Pandiangan et al., 2025). The goal of marketing management is to create customer satisfaction and increase sales through effective strategies. This involves a deep understanding of the market, consumers, and competitors, as well as developing appropriate strategies to reach target markets, improve brand image, and expand market share (Lupiyoadi, 2019).

Digital marketing management is the process of monitoring and planning marketing strategies that utilize digital technology and the internet to reach target audiences and increase sales (Tambunan et al., 2024). It includes activities such as social media marketing, search engine optimization, email marketing, paid advertising, and content marketing. Digital marketing is a marketing strategy that uses digital channels such as the internet, social media, and email to reach and engage with customers online. The main goal is to increase brand awareness, generate traffic, and achieve other marketing objectives (Pandiangan et al., 2024).

Rebranding is the process of updating a brand's visual identity and philosophy to increase its appeal and relevance in the marketplace (Alma, 2003). This process can involve changing the logo, brand name, slogan, design, or even the brand's overall identity. Repackaging is the process of moving or repackaging a product from its original packaging to a new packaging (Pandiangan, 2023). This process can involve changing the label, changing the packaging, or even changing the brand. Digital marketing is the use of various digital channels and platforms to promote a business's products or services. It includes various media such as websites, social media, email, and online advertising. The goal of digital marketing is to reach consumers and potential consumers efficiently and measurably. (Kotler, 2000).

The purpose of this research study is to analyze rebranding, repackaging, and digital marketing for micro, small, and medium business owners in Indonesia.

RESEARCH METHOD

This study uses a qualitative method. Qualitative methods are research approaches that focus on an in-depth understanding of a phenomenon, using an unstructured approach and not using numerical or statistical data (Sugiyono, 2007).

Data collection used interviews and focus group discussions (Kurdhi et al., 2023). An interview is a conversation, typically between an interviewer and an interviewee, to gather information for a specific purpose. This can range from assessing job candidates to collecting data for research. Focus group discussions are a method for collecting qualitative data through facilitated discussions with a small group of people, typically 6-12, who have a shared interest or knowledge in a particular topic. The goal is to explore their perceptions, attitudes, and experiences around that topic, often in an informal and interactive setting. Data collection through interviews and focus group discussions with Indonesian Micro, Small, and Medium Business Owners.

RESULT AND DISCUSSION

Development of Indonesian Micro, Small, and Medium Enterprises

The crisis that hit Indonesia in 1997 began with the rupiah exchange rate crisis against the US dollar and the monetary crisis that had an impact on the Indonesian economy, namely the economic recession. This is a very important lesson to re-examine an economic development that truly has a strong structure and can survive in any situation. When the economic crisis hit the world, it automatically worsened the economic conditions in Indonesia. The crisis occurred in the period 1997 to 1998, only the micro, small, and medium business sector was able to remain standing strong. After the economic crisis, the number of micro, small, and medium businesses did not decrease, instead it increased its growth continuously, even being able to absorb 85 million to 107 million workers until 2012. The number of entrepreneurs in Indonesia is 56,539,560 units. Of that number, micro, small, and medium businesses are 56,534,592 units or 99.99%. The remaining 0.01% or 4,968 units are large-scale businesses. This phenomenon explains that micro, small, and medium businesses are productive businesses to be developed to support macro and micro economic development in Indonesia and influence other sectors to develop. One of the sectors affected by the growth of micro, small, and medium enterprises is the banking services sector which is also affected because almost 30% of micro, small, and medium enterprises use operational capital from banks.

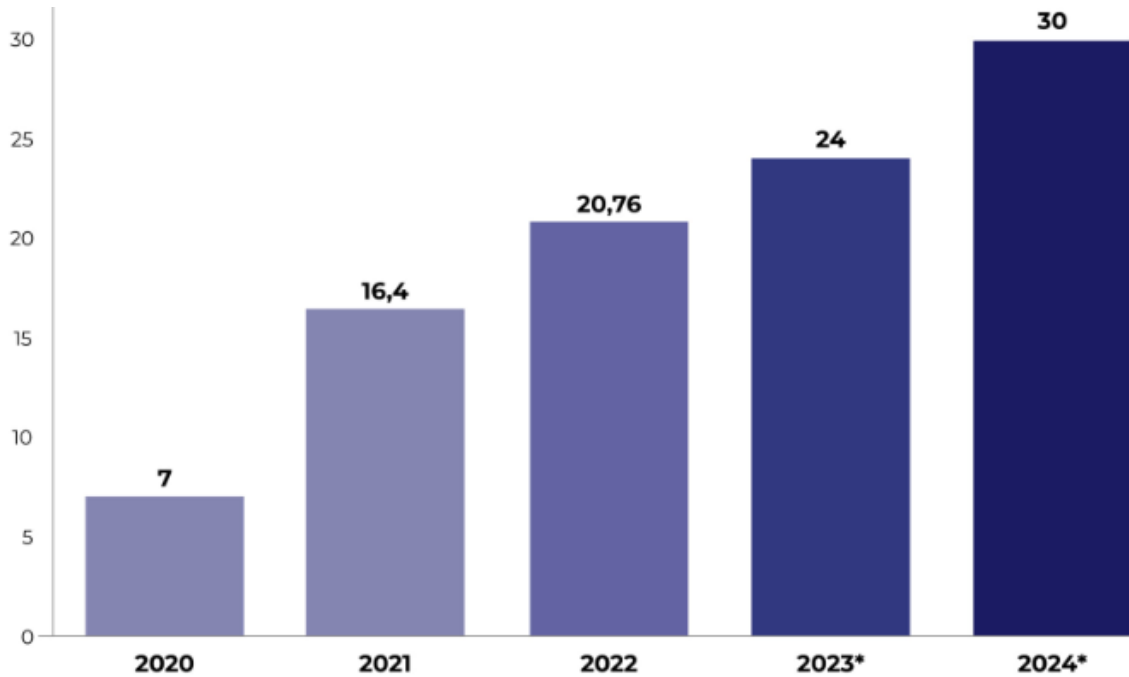


Figure 1.
Number of Micro, Small, and Medium Enterprises Entering the Digital Ecosystem in Indonesia (2020-2024)

The role of micro, small, and medium enterprises is so large for the growth of the Indonesian economy, with the number reaching 99% of all business units. In 2023, micro, small, and medium business actors will reach around 66 million. The contribution of micro, small, and medium enterprises reaches 61% of Indonesia's gross domestic product, equivalent to Rp9,580 trillion. Micro, small, and medium enterprises absorb around 117 million workers (97%) of the total workforce. The category of micro, small, and medium enterprises is basically based on the amount of business capital at the time of establishment. If the business capital reaches a maximum of one billion rupiah, it is categorized as a micro business class. Businesses with business capital of more than one billion rupiah to five billion rupiah are included in the small business class. Businesses with business capital of more than five billion rupiah to ten billion rupiah are included in the medium business class. Bigger than this, it becomes a large business class. The challenges of micro, small, and medium enterprises in the future that must be addressed together by all relevant stakeholders include innovation and technology, digital literacy, productivity, legality or licensing, financing, branding and marketing, human resources, standardization and certification, equalization of coaching, training, and facilitation, and a single database. The government together with Kadin continue to encourage micro, small, and medium enterprises in Indonesia to

enter the digital ecosystem. The Ministry of Cooperatives and SMEs targets that micro, small, and medium enterprises that can enter the digital market will increase to 24 million units in 2023 and will increase to 30 million units in 2024.

Rebranding, Repackaging, and Digital Marketing Analysis for Micro, Small, and Medium Business Owners

Rebranding, repackaging, and digital marketing program to improve the capabilities of micro, small, and medium businesses is running well. The strategies are as follows:

1. Rebranding

Rebranding of micro, small, and medium businesses is the process of updating brand image and visual identity to increase competitiveness and attractiveness of the business. This is important for micro, small, and medium businesses to build reputation, attract consumers, and increase sales. Rebranding can include changing logos, packaging designs, marketing strategies, and even changing names.

2. Repackaging

Repackaging for micro, small, and medium businesses is an important strategy for micro, small, and medium businesses to increase product competitiveness and selling value. With repackaging, micro, small, and medium businesses can adjust product packaging to market trends, increase consumer appeal, and expand market reach.

3. Digital Marketing

Digital marketing for micro, small, and medium businesses is very important for micro, small, and medium businesses because it provides an opportunity to reach wider consumers at a more affordable cost compared to traditional marketing. Micro, small, and medium businesses can utilize platforms such as social media such as Instagram, Facebook, TikTok, and e-commerce to increase the visibility of their products.

CONCLUSION

The results of the study indicate that rebranding, repackaging, and digital marketing program to improve the capabilities of micro, small, and medium businesses is running well.

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