

Training on Digital Product Branding for MSMEs

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Abstract: *The purpose of community service activities is to stimulate the target audience's potential and creativity by including them in the development of Generation Z's creative economy through digitalization in the social age 5.0. The creative economy, developed as a concept in the social period 5.0, is a mainstay of technology and creativity, ideas, and human resources (HR) knowledge base. Creative industries in the social era 5.0, according to government programs, can become a reality if resources are available to meet digital, human, local, global, and balanced factors. Education, training, and mentorship are some of the methods used in this activity. This community service is intended at a group of Initiation (Muhammadiyah Luwuk University's Business Incubator) students. Among the programs implemented are those that explore student potential as a business goal, MSME innovation materials, and then training and mentorship related to product branding that encourages digital technical assistance. The findings demonstrated that the level of absorption (utilisation) of innovative MSMEs in Gen Z was high enough that they could be manufactured under private labels, notably in startup student groups (Muhammadiyah Luwuk University Business Incubator). As a result, students can unleash their potential and innovation in the creative economy sector before the complete digital society 5.0 phase.*

Abstrak

Tujuan kegiatan pengabdian kepada masyarakat adalah untuk merangsang potensi dan kreativitas target audience dengan mengikutsertakan mereka dalam pengembangan ekonomi kreatif Generasi Z melalui digitalisasi di era sosial 5.0. Ekonomi kreatif yang dikembangkan sebagai konsep di era sosial 5.0 menjadi andalan teknologi dan basis pengetahuan kreativitas, ide, dan sumber daya manusia (SDM). Industri kreatif di era sosial 5.0, menurut program pemerintah, dapat menjadi kenyataan jika sumber daya tersedia untuk memenuhi faktor digital, manusia, lokal, global, dan berimbang. Pendidikan, pelatihan, dan pendampingan adalah beberapa metode yang digunakan dalam kegiatan ini. Pengabdian masyarakat ini ditujukan pada kelompok mahasiswa Inisiasi (Inkubator Bisnis Universitas Muhammadiyah Luwuk). Diantara program yang dilaksanakan adalah yang menggali potensi mahasiswa sebagai tujuan bisnis, materi inovasi UMKM, kemudian pelatihan dan pendampingan terkait branding produk yang mendorong pendampingan teknis digital. Temuan menunjukkan bahwa tingkat penyerapan (utilisasi) UMKM inovatif di Gen Z cukup tinggi sehingga bisa diproduksi di bawah private label, terutama di kelompok mahasiswa startup (Inkubator Bisnis Universitas Muhammadiyah Luwuk). Hasilnya, mahasiswa dapat mengeluarkan potensi dan inovasi mereka di sektor ekonomi kreatif sebelum menyelesaikan fase masyarakat digital 5.0.

Kata Kunci: Branding Produk, UMKM, Ekonomi Kreatif, Generasi Z, Era Society 5.0

INTRODUCTION

The younger generation should be prepared to participate in the SDGs program (Sustainable Development Goals), which is a continuation of the MDGs program (Millennium Development Goals), namely a program for sustainable development through 2030 (Schwan, 2019). Sustainable development can be shown in economic developments. The world economy is progressively experiencing a paradigm change, from economy-based source power to economy-based knowledge and creativity (Darwanto, 2013).

Industry creative in the period society 5.0 can be achieved in accordance with the government's program if the resources available meet the components digital, human, local, global, and balance (Karsono, 2021). Microbusiness Operations Small and Medium Enterprises (MSMEs) are one of the most constant and essential business categories in today's economy. MSMEs are a place to produce productive employment, support economic growth, and establish a creative economy in public circles.

This generation is ready to identify chances as MSME advocates, including creating a brand in order to compete in the global market (Nugraha et al., 2017). Kertajaya contends that the most important aspect of brand building is to deliver high value in a brand, such as quality and innovation (Chan, 2010).

Implementation of community service based on the use of MSME Students in tertiary institutions Luwuk are creative among generation Z. Implementers place a greater emphasis on student groups' or communities' own linearity knowledge, which is related to collegiate tall based religion. The executor chose the venue for the dedication to generation Z or students at the Faculty Muhammadiyah Luwuk University Business Economics and students who are members of the student Initiation club (Incubator Business University Muhammad Luwuk).

IMPLEMENTATION OF A METHOD

The approach of carrying out activities in aiding innovative MSMEs generation Z through mentoring methods, lectures, debates, and practices. Training is delivered with 30% theory and 70% practice. The course is held in the Luwuk Muhammadiyah University hall. The measures must be taken in public activities devotion This is how it goes:

1. The preliminary stage, which includes collaboration with the Dean of Muhammadiyah Luwuk University in order to carry out PKM activities that engage students from generation Z who are members of the Initiation (Business Incubator University

Muhammad Luwuk).

2. Excavation data potency on group student in Initiation (Incubator Business University Muhammad Luwuk) which can be developed at the second stage
3. Conduct a literature search on MSMEs that are creative in their product branding, digital business management, financial issues, and digital marketing. The lecture approach is used to impart knowledge, which is then followed by debate and practice. Training and mentoring are provided twice so that participants can gain a better understanding of the success indicators, i.e. how to establish brands on their own and promote them digitally.

Public activity dedication as a goal This is a generation Z capable of having potency and innovation in economic aspects. The field in which the goal of implementing community service is the product element, management, finance, and digital marketing. So that future students, known as Generation Z, are prepared to face and enhance the economy in the modern day. 5.0.

DISCUSSION AND RESULTS

Community Service Activities in the form of assisting MSME Utilization Creative through Product Branding in Era Society 5.0 are implemented in groups of students who participated in the initiative (Incubator Business University Muhammad Luwuk) in two stages, namely stage preparation and stage training and accompaniment. The following are specifics of public service activities at each stage of execution.

Preparation

In this first level, community service implementers arrange related willingness with parties who are dedicated to a certain location and have a physical presence. One task tree lecturer which becomes Tri Dharma College Tall in side Education, in where third dharma the expected synergy One with Which other.

Community service activities for lecturers must adhere to the lecturer devotion road map and pre-planned output targets. The activity that is carried out must be noticed in carrying out devotion and without leaving the orderly administration and service ethics. Community service is a method of involving the academic community in the solution of real-world problems in the public sphere through the use of implementation results process studies as a kind of moral and social accountability as a member of the public.

Aep Saepudin, a student representative from the Initiation, presented a list of 31

students who had joined the Initiation (Incubator Business University Muhammadiyah Luwuk). Furthermore, students will be coordinated for participation in training and mentoring activities relating to the use or use of MSMEs Creative through product branding on the era society. 5.0.

Furthermore, the executor must persuade and contact the source person as the embodiment of expert contributions, actions for utilizing educational outcomes, and or research in the sphere of science and technology in order to fulfill a request and or create an improvement in the public's quality of life. The agreed-upon community service will be carried out in the hall of the building University Muhammad Luwuk with the theme/title: Utilization MSMEs Creative via Product Branding on Era Society. 5.0. Activity This will be held on two days, July 14 and 15, 2023, at 0 9.00 _ sd completed.

Source person in dedication This from a lecturer and also a practitioner who is eager and successful customized time and study which will be supplied. Irwan Moridu, Rini Hadiyanti, Khas Sukma Mulya, Asmita Wulansari, and Nurchaya Treasure Porsumah will offer the subject as lecturer at University Muhammad Luwuk.

Preparations for the deployment of this PKM will continue to be made in order to overcome various challenges by providing activities in the form of potential utility students as generation Z. The general public (students) are anticipated to be able to establish a creative economy within the scope of generation Z by utilizing digitalization in the era society 5.0. Furthermore, how approach carry out aspect management business good, beginning with developing their own brand, marketing products, as well as counting total operational cost till price sale product That Alone.

Training and Companionship

The success of implementing the activities at this stage can be measured by two indicators: the level of high participant participation and the output of the activity in the form of a new brand created by participants who are a group of students who are members of Initiation (Incubator Business University Muhammad Luwuk).

Participants arrived on time and completed all of the material. Furthermore, the resource person advised the participants to sharpen their creativity and potential for creating their own brand in accordance with the stages presented by the source person. The activities took place on the 14th and 15th of July 202 3 at 0 9.00 until they were completed in the hall Building University Muhammad Luwuk.

On stage, this source will provide education about product, management, finance, and digital marketing. So that future students, generation Z, are prepared to face and enhance the economy in the period of society 5.0, Irwan Moridu. Furthermore, the second source person, Rini Hadiyanti, is Dean University Muhammad Luwuk and a digital marketing expert.

Product Branding Material

Material connected to product branding should be provided by a source person in a straightforward manner, and should be accompanied by a question and answer session at the end of the session. According to sources, product development is the process of bringing an idea from the original product to the market. "Don't look for consumers for our products, but find products for our consumers," remarked Seth Godin. Because consumers are dissatisfied, and 40% of Indonesians are not loyal to a brand or product, there is a chance for entrepreneurs to acquire product long to product new which can be established.

There are seven steps in the manufacturing process, which are as follows:

1. Idea

Many ideas come from iteration on an existing product. Replacement, Merge (for example, bundling a mobile case with a battery), Adapt (for example, breast-feeding bras with a front throttle), Modify (for example, an electric toothbrush with a thinner design), and Eliminate (for example, pass savings on to consumers). How to Generate Ideas Brands can achieve this by looking for inspiration in the marketplace, detailing the product, and paying close attention to each product (branch marking).

2. Research/Research

Product validation ensures that the product will be marketable. How to Test an Idea Product:

- Conduct an online survey
- Discuss concept in order to get bait
- Using Google Trends to research the request market

3. Creating a Prototype

To create an objective prototype for a product that can be utilized as a sample for mass manufacturing. Testing the minimal viable product (MVP) for usage by early

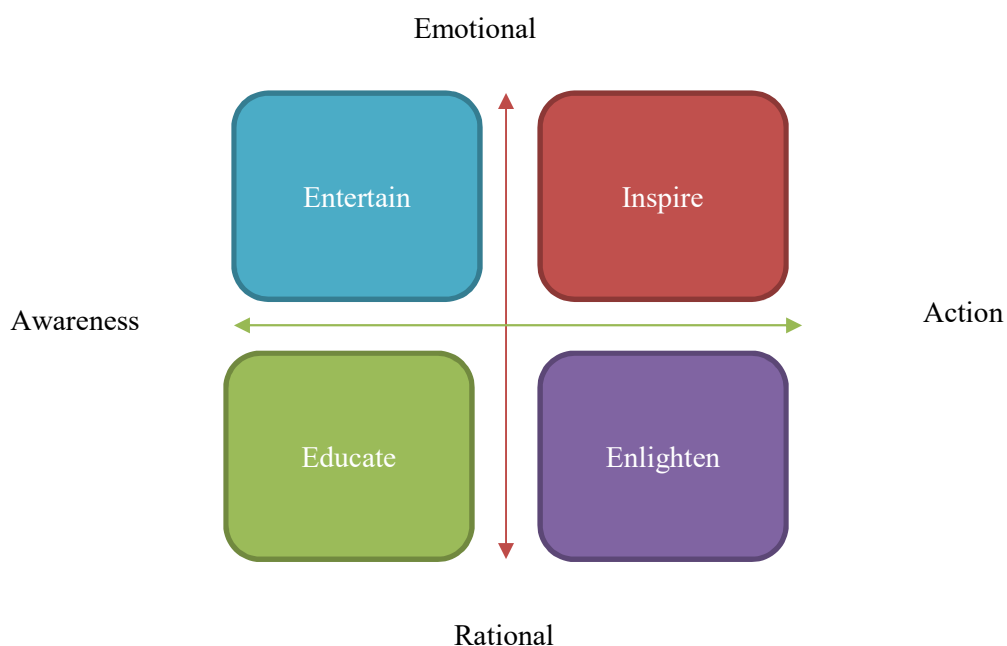
subscribers to help gather user input as soon as feasible for iteration and making minor and gradual enhancements. MVP can also conduct trials to gauge interest, assess price sensitivity, and determine delivery order.

4. Source

After the prototype has been locked and you are pleased, it is time to acquire materials and secure the production partners. Consider storage, shipping, and warehousing while conducting a manufacturer search. Increase the supply chain's diversity. For all elements (for instance, vendors bottle more from One),

Digital Marketing Material

In the 5.0 era, all technology is a part of man alone. As a result, human marketing techniques will vary significantly, utilizing not just updated technology but also maximizing HR. Consumer behavior varies with the passage of time. Meanwhile, consumer behavior has changed, but the role of marketing has not.



Picture 15. Scheme Theme Content marketing

The Platform (the media used), Content (what captures attention), and Persona (who is the target and what persona) are the keys to maximizing digital marketing. The following are some suggestions for making intriguing content marketing:

- Make the product display as real as possible
- Select platforms that are in accordance with

- Sustainable
- Tie with emotional and experience, as well as personal
- Adhere to the premise "The best marketing, no matter which is more important is product",

So that is crucial Which character product is good and valuable? During the implementation of the community service program, the executors assess the level of acceptability and usefulness of the activity dedication to this society. As a result, the executor allows participants to explore their potential and creativity in order to create/develop a brand Alone as a result of activity PKM. This. Results from a number of participants who have successfully created their own brand (executives choose samples from several examples and do so at random) on the description below.

CONCLUSION

This community service is intended for student groups that have joined the Initiation (Muhammadiyah Luwuk University's Business Incubator) as a generation Z that aims to provide education, knowledge, and assistance in the future focused on facing the all-digital era of society 5.0 by utilizing potential and creativity in the creative economy aspect. Furthermore, it provides information about how to take the first steps in business management and product marketing so that future generations of Generation Z can compete and follow in the global economy.

This community service activity is divided into two stages: preparation and training, and accompanying. Following observation and literacy studies with related parties, it was finally decided to carry out PKM activities in hall University Muhammad Luwuk with a source person from lecturer and practitioner, as well as followed by a group of students who are members of the Initiation (Business Incubator University Muhammad Luwuk). The following stage is training and accompaniment. Stage of successful implementation activity This is evident from two indicators: the high level of participant participation and the outcome of the activity in the form of a new brand that was successfully created by participants who are a group of students who are members of Initiation (Incubator Business University Muhammad Luwuk).

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