
Strengthening Branding and Digital Marketing in Presto Balap Milkfish MSMEs as an Effort to Increase Product Added Value

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Abstract

Guidelines Digital transformation in the micro, small, and medium enterprises (MSMEs) sector is a strategic need in facing market competition in the digital economy era. However, there are still many MSMEs that are not able to utilize digital technology optimally, especially in branding and marketing aspects. This study aims to analyze the strengthening of branding and digital marketing in Presto Noah Milkfish MSMEs in Mendiro Hamlet, Ngawi Regency, as an effort to increase product added value. This study uses a descriptive qualitative approach with data collection techniques through observation, in-depth interviews, and documentation. Mentoring activities are focused on creating and managing marketplace accounts, mapping business locations through Google Business Profile, preparing Cost of Production (HPP), packaging innovations using the vacuum packaging system, and implementing the QRIS digital payment system. The results of the study show that strengthening brand identity through more professional logos and packaging, as well as the use of digital marketing, is able to increase business visibility, expand market reach, and strengthen consumer trust in products. In addition, marketing digitalization also encourages the increase of digital literacy of business actors and supports the sustainability of MSMEs based on local potential. This study concludes that digital branding and marketing are effective strategies in increasing product added value and the competitiveness of MSMEs in the midst of digital economy dynamics.

Keywords: digital literacy; online marketing, community service, processed fish products, MSMEs

INTRODUCTION

There is a significant trend of digital transformation caused by the industry 4.0 era. In facing the challenges of the era of globalization driven by the rapid flow of information, the economic sustainability of a country is very important. Through increased access to information, knowledge, and data, digital transformation drives innovation, productivity, efficiency, and community welfare. The massive shift of human labor to machine or process automation is one of the striking trends happening around the world. As a key parameter in this era, the internet, as a new technology, has a significant impact on digital transformation, especially in terms of the sustainability of the digital economy. ([Evangeulista et al., 2023](#))

The rapid advancement of information and communication technology has accelerated the growth of the digital economy in many countries, including Indonesia. This transformation provides new opportunities for micro, small, and medium enterprises (MSMEs) to improve productivity and expand their market reach. According to data reported by Kompas (2024), Indonesia has around 64.2 million MSMEs, yet only about 25.5 million have been connected to the digital ecosystem, indicating that many businesses have not fully adopted digital technology. Furthermore, based on Natalia reseach in2021 notes that only about 17.1% of MSMEs utilize e-commerce platforms as part of their business activities, reflecting the relatively low level of digital adoption among small business actors. further explain that limited digital literacy, inadequate technological infrastructure, and the high cost of technology adoption remain the main barriers that hinder MSMEs from undergoing digital transformation. (Zikri, 2024)

Mendiro Hamlet in Mendiro Village, Ngawi Regency, has potential in the development of micro, small, and medium enterprises (MSMEs), especially in the culinary sector. One of the businesses that is developing is the MSME "Bandeng Presto Noah" which is engaged in processing milkfish into value-added products. This product is characterized by the presto technique that makes the spines soft and has a distinctive taste. Mendiro Hamlet in Mendiro Village, Ngawi Regency, is home to a developing local business known as Bandeng Presto Noah, a home-based enterprise engaged in processing milkfish into value-added culinary products. This business utilizes the presto cooking technique, which softens the fish bones and produces a distinctive taste that is well accepted by consumers. As a local home industry, Bandeng Presto Noah contributes to the economic activities of the surrounding community by creating small-scale employment opportunities and supporting household income.

However, in its business development, Bandeng Presto Noah still faces several challenges. One of the main obstacles is the limited utilization of digital technology in marketing and promotion. The business still relies heavily on conventional sales methods, such as direct selling and word-of-mouth promotion, which restricts its market reach. In addition, limited digital literacy and concerns about potential online fraud make the business owner hesitant to fully adopt digital marketing platforms. As a result, the potential to expand market access through online channels has not been optimally utilized.

Community empowerment activities through the MSME digitization program are focused on Bandeng Presto Noah, a home-based milkfish processing business located in Mendiro Hamlet, Mendiro Village, Ngawi Regency. Despite having potential value-added products produced using the presto technique, the business still faces several challenges in its development. Marketing activities mainly rely on conventional methods such as direct selling and word-of-mouth promotion, which limit market reach. In addition, the business has not yet optimized digital platforms for sales and promotion, lacks a systematic calculation of the cost of goods sold (COGS) for digital pricing, and has limited online visibility. Product packaging is also still simple, making it less suitable for long-distance distribution.

To address these gaps, this program provides socialization and mentoring to strengthen the digital capacity of the business owner. The activities include training in creating and managing an online store through e-commerce platforms such as Shopee, assistance in calculating COGS for digital sales, mapping the business location through Google Maps to increase visibility, and introducing vacuum packaging to maintain product quality and support safer long-distance delivery. This program aims to long-term encourage MSME actors "Bandeng Presto Noah" to increase sales through strengthening digital marketing skills and online marketing skills. Thus, business actors are expected to be able to expand market reach and achieve family economic independence. Based on this description, this service activity is focused on two main problems. First, the low quality of human resources (HR) and the lack of knowledge in utilizing digital marketing to increase reach and sales turnover. This is a challenge for the assistance team in providing socialization and training related to digital marketing and social media marketing. Second, the lack of understanding of partners about entrepreneurial management, so motivation and assistance are needed in developing the business sustainably and increasing family income.

METHOD

The approach used in this study is a descriptive qualitative approach, which is a research modal aimed at understanding the influence of branding and marketing on Presto Balap Milkfish MSMEs. This approach is used to explore and describe phenomena related to branding and marketing practices implemented in the business ([Spradley & Huberman, 2024](#)). The sources of data in this study were supervisors, business owners of Presto Balap Milkfish MSMEs, workers, and the KKN teams involved in the implementation of the activity. These informants were selected to the Presto Balap Milkfish business. The data collection technique in this study was carried out through in depth interviews with informants who had a direct relationship with the Presto Balap Milkfish business, namely business owners and individuals involved in the business operations. In addition, the researcher also conducted observations and documentation to support the data obtained in the field.

The data analysis technique in this study used the Miles and Huberman modal, which consists of data reduction, data presentation, and conclusion drawing or verification ([Spradley & Huberman, 2024](#)). This analytical process was carried out continuously throughout the research to ensure the validity and credibility of the research findings. In addition, the researcher also conducted literature studies by reviewing various journals, articles, and books related to branding and digital marketing in MSMEs. This literature review was used to strengthen the theoretical foundation and support the analysis of the research findings.

RESULT

The implementation of the marketing digitalization program is carried out through four main stages, namely the creation and management of marketplace accounts, registration and mapping through Google Business Profile (Google Maps), the preparation and calculation of HPP, and the strengthening of product identity through logo creation and packaging innovation. The observation results showed that before the mentoring, partners did not have an active marketplace account, were not registered in a location-based search system, and had not used a digital payment system.

The MSME Digitalization Program is carried out periodically from February 8 to March 4, 2026, the following are the results of the implementation of KKNT in accordance with the program that has been carried out:

1. Marketplace Account Creation

The creation of an official account for Bandeng Presto Noah Mendirol MSMEs on a digital platform is a strategic step in supporting technology-based business development. Through account registration on the Shopee marketplace, partners can expand their marketing reach more effectively and efficiently.

The account creation process is carried out by completing business data accurately, including brand identity, address, and active contact numbers so that consumers get clear and reliable information. With this official account, MSMEs can build a professional image, increase customer trust, and support sustainable sales growth in the digital era.

After assistance, the Shopee account was successfully created and verified. The product has been uploaded with improved descriptions, as well as updated product photos in accordance with digital marketing standards.



Figure 1. Noah Mendiro's Milkfish Marketplace Account

2. Preparation and Calculation of Cost of Production (HPP)

Assistance in the preparation of the Cost of Production (HPP) is carried out as the basis for determining the appropriate selling price on digital platforms. This calculation is important because selling through the marketplace has additional cost components, such as platform administration fees, service fees, and also potential promotional costs.

Prior to the assistance, partners had not recorded production costs in detail and still did not separate between raw costs, labor, and operational costs. The selling price that was previously set is still based on the estimate without any structured calculations, so it has the potential to reduce profit margins.

The HPP that has been obtained for each product is then used as a basis for determining competitive selling prices and still providing a reasonable profit margin.

Nama Barang	Jumlah		Harga Per-alat	Total
garam	3	kg	Rp4.000,00	Rp12.000,00
kertas nasi	1	pack	Rp20.000,00	Rp20.000,00
Karet	1	pack	Rp7.000,00	Rp7.000,00
Plastik	1	pack	Rp24.000,00	Rp24.000,00
gas	1	buah	Rp23.000,00	Rp23.000,00
listrik	1	bulan	Rp150.000,00	Rp150.000,00
air	1	bulan	Rp120.000,00	Rp120.000,00
Kertas buram	1	pack	Rp30.000,00	Rp30.000,00
Gaji karyawan	1	hari	Rp50.000,00	Rp50.000,00
Ikan	1	kg	Rp28.500,00	Rp28.500,00
Bawang	1	kg	Rp16.000,00	Rp16.000,00
Sereh	2	kg	Rp1.000,00	Rp2.000,00
Es batu	130	biji	Rp1.000,00	Rp130.000,00
Karet	1	pack	Rp7.000,00	Rp7.000,00
Tali rapia	1	biji	Rp1.000,00	Rp1.000,00
bubble wrap	10	M	Rp4.000,00	Rp40.000,00
Box ikan	50	pcs	Rp1.000,00	Rp50.000,00
Logo	100	Buah	Rp200,00	Rp20.000,00
Total				Rp730.500,00
Nama Barang	JUMLAH		Harga Per-alat	Total
Kompas	4	Buah	Rp150.000,00	Rp600.000,00
Baskom	1	pack	Rp20.000,00	Rp20.000,00
karet presto	1	biji	Rp30.000,00	Rp30.000,00
Total				Rp650.000,00

Figure 2. Cost of Production of Noah Mendiro Presto Milkfish

3. Location Registration on Google Maps

This activity is carried out as a way to market Noah Mendiro's Presto Milkfish so that it is easier to find by many people and marketing is more widespread. This program is the first step in encouraging local MSME actors to go digital.

In the aspect of location-based visibility, the partner's business is successfully registered and verified on Google Business Profile so that it appears in Google Maps searches.

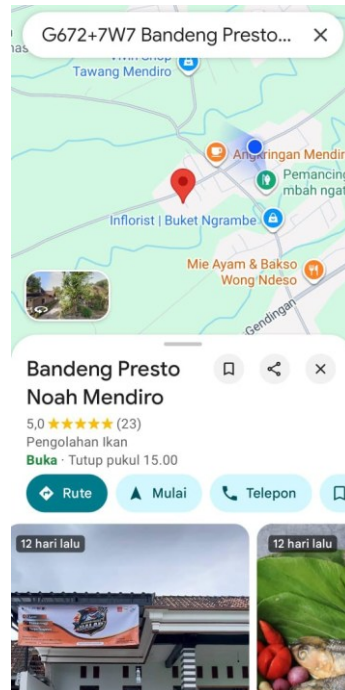


Figure 3. Google Maps Presto Presto Noah Mendiرو

4. Product Logo Design and Packaging Innovation

In this activity, our team succeeded in creating a new logo for Presto Milkfish MSMEs Noah Mendiرو with the aim of increasing the attractiveness of products in the market. The logo is created and printed to help partners build a more advanced and easily recognizable brand identity for consumers. In addition to making and printing product logos, an innovation was also carried out in the packaging aspect by using vacuum plastic. The innovations carried out are aimed at maintaining product quality, cleanliness, and durability to support distribution through marketplaces and long-distance delivery. In addition, innovations in packaging can also increase the visual value of Noah Mendiرو's Presto Milkfish products so that they are more competitive in the digital market.

Before the assistance, products were still marketed using simple packaging without a clear brand identity. After developing and strengthening branding and packaging innovation, the product appearance becomes more hygienic, modern, and has a strong identity.



Figure 4. Logo Design and Packaging of Noah Mendiro Milkfish Products

5. Making QRIS for Milkfish Business Presto Noah Mendiro

QRIS is one of the payment systems that is currently widely applied by MSME actors, namely a QR code-based payment system. In addition to being in demand by business actors, the QRIS payment system is also in demand by consumers because it is considered to reduce dependence on cash or cashless and simplify and speed up the payment process for both.

The findings of the ease of the QRIS payment system are in line with the findings of a study conducted by Sihombing (2020), which emphasizes the advantages of QRIS in improving transaction efficiency and also payment accessibility.



Figure 5. QRIS Bandeng Balap Presto Noah Mendiro

DISCUSSION

The study addresses the research gap related to the limited application of branding and digital marketing strategies among local MSMEs, particularly in small scale culinary businesses. Previous studies have highlighted the importance of branding and digital marketing in improving MSME competitiveness and marketing expansion. However, many MSMEs in rural areas still face limitations in implementing effective branding strategies due to low digital literacy, limitations in implementing effective branding strategies due to low digital literacy, limited marketing knowledge, and insufficient resources. Therefore, this study contributes by examining how branding strategies and digital marketing practices can be applied to increase the added value of products in local MSMEs, specifically in the Presto Balap Milkfish business in Mendirola Hamlet ([Nugroho, Tandirerung, Oktoviano, Sundari, & Pakpahan, 2025](#)).

The majority of MSMEs have realized the importance of branding in increasing competitiveness and product added value. The most commonly applied branding strategies include attractive packaging design, the use of social media, and storytelling based on locality. Packaging that is modern and reflects the product's identity is used to highlight quality and cleanliness, such as airtight packaging with a unique logo on Presto Balap Milkfish products (Regency, 2024). Social media, such as Instagram, Facebook, and TikTok, are the main platforms for promotion by presenting attractive product visuals, customer testimonials, and the story behind the brand. Jam is promotional by presenting attractive product visuals, customer testimonials, and the story behind the brand. In addition, some MSMEs raise a narrative based on local culture to create emotional closeness with consumers, especially in handicraft products ([Herdiani & Indonesia, 2025](#)).

Based on the results of interviews with the owner of the Bandeng Balap Presto business, it was found that the business actors still have limited understanding regarding branding and digital marketing strategies. The owner stated that they had not been familiar with the concept of brand identity, including the use of logos as an important element in product recognition. So far, we have only focused on the taste and quality of the product. We do not really understand the importance of having a logo or brand identity for the product. Usually, we just sell the product directly to customers without thinking about branding or product identity. ([Interview with the owner of Bandeng Balap Presto, 2025](#)).

In addition, the informant also explained that the use of digital marketing for product promotion had not been optimally implemented due to limited knowledge and experience in utilizing online platforms. We also have not really understood how to market products through social media or online platforms. Most of our sales still rely on direct orders from local customers because we are not familiar with digital marketing." ([Interview with the owner of Bandeng Balap Presto, 2025](#)). These interview findings indicate that limited

knowledge related to branding and digital marketing is one of the main challenges faced by MSME actors in developing their business and expanding market.

Digital marketing allows MSME actors to reach consumers more widely without geographical limitations, with relatively cost efficient compared to conventional marketing. The use of social media, marketplace, as well as digital mapping of business locations as a strategic means in introducing products to a wider market (Maulidasari, Manajemen, & Umar, 2021). This finding is in line with Zikri's (2024) research which states that the adoption of digital technology can increase MSMEs' opportunities to access national and even global international markets. In addition, digital marketing also encourages direct interaction between producers and consumers, so that business actors can understand market needs more quickly and responsively. Thus, digital marketing plays a strategic role in increasing sales and sustainability of MSME businesses.

After the strengthening program was carried out branding and marketing digitalization, the visual identity of this brand becomes stronger with the presence of a clear and professional new logo. In addition, packaging becomes more modern and hygienic by using a reference system packaging. This increase adds to the perception of product quality in the eyes of consumers. Neater and more attractive packaging makes the product more memorable and looks more premium than before. The improvements and updates carried out are not only aimed at improving the physical quality of the packaging, but also to improve the visual impression of the product to create higher value for consumers. (Nur et al., 2025)

The strengthening of branding and digital marketing carried out on Presto Noah Balap Milkfish MSMEs shows that digital transformation is not just a transition of promotional media, but also a strategy in structurally increasing product added value. Digitalization will open up wider market access, strengthen brand identity, and increase the competitiveness of MSMEs in this digital era. Digital marketing needs to be carried out because of the relatively rapid development of technology, so market business actors are encouraged to follow these developments in order to access marketing opportunities widely and comprehensively easily. (Suprihatin, Pramitasari, & Hasanah, 2024)

In addition to increasing market reach, strengthening branding and digital marketing also contributes to increasing consumer trust and professionalism of MSMEs. The existence of a consistent brand identity on packaging, social media, and marketplace create a more credible business image in the eyes of consumers. This is an important factor in the purchase decision of processed food products, where the aspect of trust and quality perception has a dominant role. Previous research has shown that the consistency of brand identity and the activeness of digital promotion can increase Loyalty customers and strengthen the position of MSMEs in the midst of increasingly competitive market competition. Thus, branding and digital marketing not only function as a promotional tool, but also as a long-term strategy in

building the sustainability and resilience of locally-based MSME businesses ([Chyntia et al., 2025](#)).

RESEARCH IMPLICATIONS

The implications of this study show that strengthening branding and digital marketing is a very important strategy in increasing product added value in the Presto Noa Balap Milkfish business, a strong brand identity through logos, packaging, and consistent product narratives is able to increase consumer trust and buying interest, while the use of digital marketing expands market reach and increases product visibility efficiently. These findings provide a practical reference for similar MSME actors in developing sustainable marketing strategies to increase the competitiveness and business sustainability of milkfish processed products

CONCLUSION

This study concludes that strengthening branding and digital marketing plays an important role in increasing the added value and competitiveness of MSME products, particularly in the case of Bandeng Balap Presto in Mendiro Hamlet. The findings indicate that the implementation of branding strategies such as attractive packaging, product identity, and the utilization of social media and e-commerce platforms can help expand market reach and improve consumer trust in local MSME products. These results confirm that the main research problem related to limited knowledge of branding and digital marketing among MSME actors can be addressed through training, mentoring, and digital empowerment programs. The implication of this study is that strengthening the capacity of MSME actors in branding and digital marketing can support business sustainability and contribute to improving the local community's economy. However, this study has several limitations, particularly the limited scope of research which only focuses on one MSME and a small number of informants, so the findings may not fully represent the conditions of MSMEs in other regions. Therefore, future research is recommended to involve a larger number of MSMEs and explore more comprehensive digital marketing strategies. ([Christine et al., 2025](#)).

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