

BRAND AND LOGO AS A SOLUTION FOR MSME DEVELOPMENT OF ORNAMENTAL FISH AND CONSUMPTION FISH FARMERS IN COGREG VILLAGE, BOGOR

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Abstract

Cogreg village is one of the villages in the Parung sub-district, Bogor, which has a farmer group called Bale UMKM Cogreg. The majority of these are hickey ornamental fish farmers and gourami and catfish food fish farmers. This activity aims to increase the creativity of MSME players and the local community regarding logo design and branding of MSME products. Based on the observations and interviews, it is known that the problems that have arisen since the formation of this MSME group are limited product marketing because each MSME needs a logo and product brand, which is an essential identity for sales. From these obstacles, the KKN groups helped make logos and brands for farmers by providing one-day training to ornamental fish farmers. After having a logo and brand, MSME farmers are expected to expand their target market and increase sales and profits.

Keywords: Logo, Brand, SMEs, ornamental fish farmers, food fish farmers

Introduction

Development issues are complex and multidimensional, involving various social, cultural, economic, and environmental aspects. In the current era of society 5.0, the development paradigm has undergone a significant shift towards a people-centered development approach. In this approach, people are placed not only as beneficiaries of development but also as the main actors who actively contribute to the process. The community's position as the object of development is now changing into an empowered subject. This change reflects an effort to give communities a more significant role in designing, managing, and making decisions that affect their lives. Thus, the community is expected not only to receive the results of development but also to have the capacity to adapt and develop independently.

Micro, Small, and Medium Enterprises (MSMEs) are economic activities carried out by most Indonesians as a foundation for obtaining income. MSMEs also have several advantages over large businesses, namely accessible innovation in product development, the ability to absorb quite a lot of labor, flexibility, and adaptation to rapid market changes better than large businesses (Suyadi et al., 2017). According to the latest data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia in 2024 reached more than 65 million units. These MSMEs are spread across various sectors, including culinary, fashion, handicrafts, and digital technology.

(<https://indonesia.go.id/kategori/editorial/8587/umkm-indonesia-makin-kuatprogram-level-up-2024-siap-dorong-digitalisasi-bisnis>, accessed November 26, 2024). The increasing number of MSMEs in Indonesia will further stabilize and strengthen the Indonesian economy.

The logo is a supporter or even the main one by attracting the target market's attention to influence the decision to buy the product. Even so, the logo still has a vital role because it is the face of a brand. The audience can recognize and associate a product with specific associations through a logo. Using logos and images makes it easier for people to remember something because the essential human nature created in recognizing something makes remembering an image or symbol easier. Therefore, there is an opinion that the logo must represent the entity. The logo as part of the brand should differ from the others (Agustina et al., 2021). According to Hasibuan et al. (2020), there are several logo functions, namely the contact function that maintains contact with the public, the explanatory function, the denotative function, the identification function, the signification function, the translation function, and the aesthetic function.

Besides logos, brands are also considered very important in marketing activities to provide product identity to consumers. Trademarks provide information about all information producers as sellers of products and services that have the property rights to use everything related to the brand for a long time per the laws governing the brand. Brands can also be a form of offer regarding product quality, benefits, and benefits that

consumers will get. Producers promise that if consumers buy the products or services they offer. (Kotler and Armstrong, 2013 in Agustina et al., 2021). Brand identity will make consumers easily recognize a company and what products it produces and an impression that is firmly embedded in consumers' minds, which causes consumers to be aware of a brand.

Cogreg Village is one of the villages located in the northern part of Bogor Regency, with an area of 511.856 ha. Of this area, Cogreg Village has the potential for human resources, with a population in 2019 of around 17,413 people, with the second largest population in the Parung sub-district, even though it is included in the Bogor Regency area, which is thick with kepasundan, the residents of Cogreg Village also have ethnic and cultural diversity. (<http://cogreg-parung.desa.id/about-us>, accessed October 7, 2024). In addition, the livelihoods of the population are also diverse, one of which is ornamental fish farmers and consumable fish. The ornamental fish produced are hickey fish, mollusks, etc. As for consumption fish, the types of fish produced are carp, catfish, and tilapia. These ornamental fish farmers join a farmer group called Bale UMKM Cogreg. Bale UMKM Cogreg's farmer group consists of 20 farmers, most of whom are ornamental fish farmers.

Based on the results of observations and interviews with members of the Cogreg UMKM Farmer group, various obstacles are faced by farmers currently assisted by the KKN group of STIM Budi Bakti students group 5. One of them is that UMKM farmers do not yet have a logo and brand for each product produced. This has hampered the marketing and sales process for customers because MSME farmers need an identity for products.

Literature review

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) In Chapter I, Article 1 of Law No. 20/2008 on Micro, Small and Medium Enterprises (MSMEs), what is meant by Micro, Small and Medium Enterprises are:

1. Micro Enterprises are productive businesses owned by individuals and individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law.
2. Small Businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part of either directly or indirectly from Medium Enterprises or Large Enterprises that meet the criteria for Small Businesses as referred to in this Law.
3. Medium Enterprises are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part of either directly or indirectly with Small Enterprises or large enterprises with a total net worth or annual sales as regulated in this Law.

According to the Central Bureau of Statistics (BPS), which defines SMEs according to two categories, namely:

1. According to turnover, a small business is one with fixed assets of less than Rp 200 million and an annual turnover of less than Rp 1 billion.
2. According to the number of workers, a small business is a business that has a workforce of 5-9 people.

The characteristics of small businesses, according to Mintzerg et al. (in Nitiusastro, 2010), are:

1. Activities tend to be abnormal and rarely have a business plan
2. The organizational structure is simple
3. The number of workers is limited with a loose division of labor
4. Most do not have a separation between personal and company wealth
5. The accounting system could be better, but it sometimes needs one.
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7. Market capability and market diversification tend to be limited
8. Profit margins are skinny
9. Limited capital to avoid being able to hire professional managers. This leads to managerial weaknesses, which include areas for improvement in organizing, planning, marketing, and accounting.

Brand

The brand is a set of brand-forming attributes that include names, terms, signs or symbols used, designs, or a combination of all of them that are used to identify a product or service offered by producers to consumers who have distinctive characteristics that distinguish it from other products or services offered by competitors. Brands are built from essential elements such as names, logos, symbol shapes, character selection, packaging design, and slogans or taglines. All elements contained in a brand can be understood as information owned by the product, both verbal and nonverbal, that can identify and distinguish the product from other products. (Keller, 2008 in Puspasari, 2023).

The development of marketing strategies for individual products requires producers to plan brand selection and make decisions about what brands to use. Branding is carried out on a product to identify the product and add value, protect brand ownership rights, and differentiate between products. It can also be used as a differentiator between the products offered and other products (Kotler, 2013 in Puspasari, 2023).

Logo

A symbol or logo is a visual representation of a brand identity in the form of an ideogram, symbol, emblem, icon, or mark. The main physical component of a brand is its logo. A good logo should convey all the intangible qualities of the company's essence (vision, mission, values, culture) (Ainun et al., 2023).

According to (Saputra and Syafwandi, 2017 in Ainun et al., 2023), a company name, one or more words, or both can be represented in a logo as letters or symbols. A logo or visual mark represents the identity of a business, institution, or other organization in a distinct way. An ideal logo acts as an instrument of self-esteem and value creation that can convey a respectable and genuine image.

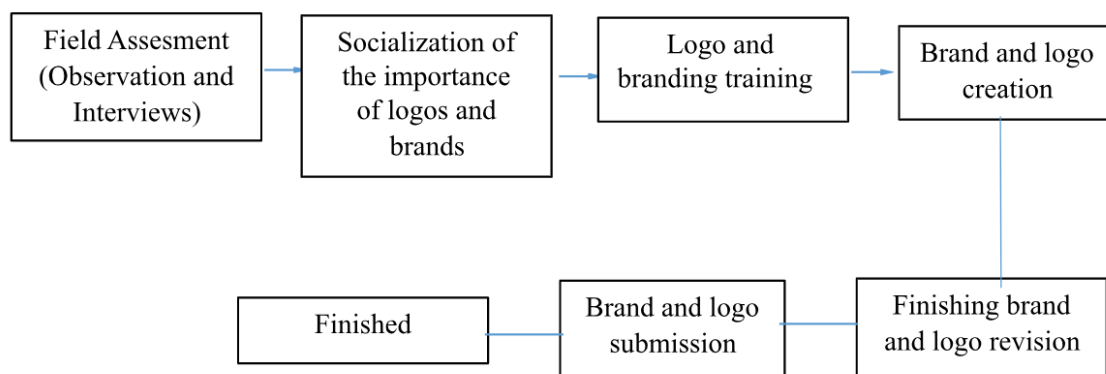
Because the nature of the logo varies from one logo to another, the logo design should have a different shape as well. (Kusrianto, 2007 in Puspasari, 2023). A good logo is a logo that includes the following:

- 1) Original and distinctive; the logo must have uniqueness, distinctive characteristics, and a clear differentiating style between one logo and another.
- 2) Legible, namely, the logo must have a level that is easy to read even though it is published in various media sizes, both small and large.
- 3) Simple, that is, the logo is easy to understand and capture relatively quickly.
- 4) Easy to remember, namely, the logo must be easy to remember because of its uniqueness even in a relatively long period
- 5) Easy to connect or associate with the type of business and company image.
- 6) It is Easy to apply or install on various graphic media, either in physical form, color, or logo configuration.

Methods

The implementation of this activity went through several stages, namely first conducting an initial assessment to find out the profile of MSMEs and the obstacles faced. Then, training will be provided to provide knowledge on how to make logos and brands for each MSME and explain the importance of logos and brands for the sustainability of their business. Furthermore, assistance in making logos and brands for each MSME was provided. We carried out the lecture by providing explanations related to the material. In contrast, the discussion method provides opportunities for questions and answers regarding things that need to be understood regarding the material provided.

The flow of activities in the community service program can be seen in picture 1 below:



Picture 1. Flowchart of Community Service Activities, 20244

This program's success indicator is based on the success of MSME players in understanding the importance of logos and brands for their businesses. Furthermore, each MSME has a logo and brand to increase sales and business identity.

Results

Community service activities were implemented in Cogrek Village, Bogor Regency, attended by STIM Budi Bakti group 5 students and farmers of ornamental fish and MSME consumption fish in Cogrek. This Community Service activity is carried out in several stages, namely:

1. The first stage is the field assessment of farmers. In this assessment, we used observation and interview methods. Environmental observations and interviews with MSME farmers are needed to find out in more detail the current conditions of farmers and the obstacles they face. At this stage, we prepared a list of questions for the farmers to dig deeper into information related to their profile and what obstacles they have faced in business so far.



Picture 2. Field Assessment Interview) to MSME Farmers

2. The second stage is socializing the farmers about the importance of logos and brands in providing identity for their businesses. We provided information and knowledge to the farmers regarding the meaning, purpose, and benefits of logos and brands for business development.



Picture 3. Socialization to MSME Farmers

3. The third stage is the logo and brand creation training. At this stage, we provided one-day training, which was attended by all 20 MSME farmers. We taught them to make a logo using the Canva application. This activity occurred at Mr. Syarbini's residence, Cogrek Village, Parung, Bogor.



Picture 4. Brand and Logo Training to MSME Farmers

4. This is the fourth stage of logo and brand creation. The farmers were asked to create a logo and brand for each MSME at this stage. We assisted them in creating logos and brands using Canva.











Picture 5. Assisted In Brand And Logo Creation

5. The fifth stage is finishing the logo and brand revision. At this stage, we refined the initial logo design from the training results so that later, the logo was ready to be used by the farmers. Designs and colors that are not good enough are refined again using Canva so that the results are better and ready to use. The results of the logos and brands of MSME farmers can be seen in Table 1 below.

Table 1. Brands and Logos of Cogrek MSME Ornamental and Consumer Fish Farmers

No	Farmers Name	Brand	Logo
1	Ahmad	Putra Maja Halfmoon	
2	Abdul Rosid	Panji Aquatic Fish	
3	Amin	Amin Cupang	

4	Sutisna	Sutisna Halfmoon	
5	Hilyas	Hilyas Hias Halfmoon	
6	Mardani	Mardani Gurame	
7	Azka	Azka Aquatic	
No	Nama Petani	Brand	Logo
8	Edi	Edi Halfmoon	
9	Rosyadi	Ucax Bagan	
10	Suprianto	Suprianto Cupang	
11	Isa	Gapi Mozaik	

12	Renan	Renan Halfmoon	
13	Suhendi	Suhendi Halfmoon	
14	Syarbini	Sandriya Halfmoon	
15	Gunawan	Gunawan Lele	

Discussion

Cogrek MSMEs, located in Cogrek Village, Parung, Bogor, initially needed a logo or brand to run their business. They also still need to understand the importance of logos and brands for the sustainability of their business. The community service activities of STIM Budi Bakti students help MSME players provide knowledge and better understand the importance of business identity for an MSME by using logos and brands.

According to (Destrina et al., 2022 and Ainun et al., 2023), A brand can provide legal protection for the quality and elements of a product. A brand can also offer additional benefits for branding, such as helping MSMEs grow and be recognized by the general public so that MSME businesses can be sold out. A brand is a perception that arises in society about a business or public figure. A person cannot create the exact perception of the public on a brand, but what can be created by that person is a combination of several objects or activities that can 'influence' public perception (Adams, 2004 in Santoso and Kisworo, 2023).

The logo is one part of the brand identity, and it has various components in the visual identity that the public often sees. (Hananto, 2019). A logo is a unique symbol of a company, service, object, idea, publication, person, or service, all of which must represent the vision and mission of a company and the intended segmentation according to the target to the public. (Wheeler, 2009 in Puspasari, 2023). A good logo will foster strength for the product or company, foster trust, create a sense of belonging, and maintain the image of the product or company. A company logo can also strengthen unity and establish solidarity for all company personnel, increasing cooperation between divisions and achieving company goals.

Conclusions

1. MSME farmers do not yet have a logo and brand for running their businesses. This has an impact on their lack of business identity.
2. A logo is an identity for ornamental fish and consumer fish farmers, providing added value for the sustainability and progress of their business.
3. The existence of a brand can differentiate one farmer from another. Moreover, it provides a separate identity for farmers to expand their marketing network to all regions in Indonesia.
4. The KKN activities of STIM Budi Bakti students can help MSMEs run their businesses and improve the economies of Cogrek Village, Parung, and Bogor.

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