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Increasing the Competitiveness of Cassava Chips MSMEs through Product Rebranding and E-Commerce Utilization in Cibeureum Hilir Village

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Abstract: This community service activity aimed to improve the competitiveness of cassava chips MSMEs in Cibeureum Hilir Village through product rebranding and utilization of e-commerce based on digital marketing. The problems faced by partners inclueded simple product packaging, unattractive brand identity, and convetional marketing methods. The implementation method used the Asset-Based Community Development (ABCD) and Participatory Action Research (PAR) approaches through observation, training, mentoring, implementation, monitoring, and evaluation stages. The programs carried out inclueded creating new logos and packaging designs, digital marketing training, marketplace utilization, and business location registration on Google Maps. The results showed improvements in product visual quality, stroger brand identity, and increased partner understanding in using digital media for marketing purposes. Product began to be promoted through marketplace and social media, helping expand market reach. In addition, registering the business location on Google Maps made it easier for consumers to find MSME. Therefore, the implementation of rebranding strategies and e-commerce optimization ws considered effective in improving MSME competitiveness sustainably.

Keyword: MSMEs, Product Rebranding, Digital Marketing, E-Commerce.

INTRODUCTION

In the era of technological advancement and rapid digital transformation, the Micro, Small, and Medium Enterprises (MSMEs) sector has also undergone significant changes, especially in product marketing strategies. Traditional marketing methods are now evolving towards more modern and interactive digital platforms, thus changing the way business actors

introduce and sell their products to consumers. The increasing use of the internet and the popularity of online shopping encourages MSMEs to utilize digital media, e-commerce, and social media as effective marketing tools (Putra et al., 2023).

Digital marketing is a marketing strategy that utilizes digital technology and online media to promote products and expand market reach so that business actors can increase competitiveness and maintain the sustainability of their business in the midst of technological developments and increasingly fierce business competition. The current development of digital marketing encourages MSME actors to transform marketing from conventional methods to digital platforms in order to be able to reach a wider market and increase sales effectiveness (Sosial et al., 2021).

Today, a large number of businesses have taken advantage of the rapid advancements in the field of digital marketing to promote their products. One form of digital marketing that utilizes electronic media or the internet is known as internet marketing (e-marketing). The Internet serves as a means in the marketing process involving electronic communication technology. Digital marketing strategies play an important role in adapting to the evolution of digital technologies, designing programs to attract consumers' attention, as well as integrating electronic communication with conventional communication (Social et al., 2021).

An actionable strategy is rebranding. Rebranding is a strategy used by the Company to build a new position and image in the minds of consumers through the renewal of various brand elements. This strategy is carried out by changing brand attributes, such as the Company's name, logo, colors, and values, so that it can form a new perception for parties related to the Company (Rizqi et al., 2025).

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role as potential drivers as well as buffers of national economic stability. This is due to the ability of MSMEs to absorb labor massively and encourage the improvement of community welfare. The contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) shows that this sector is the backbone of the economy that needs to be developed sustainably (Al Farisi, 2022).

MSMEs face various obstacles in their growth process. The main obstacles include the tendency to focus on short-term goals, limited market access, lack of sustainable innovation strategies, inconsistencies in running business operations, financial management that is not optimal, and difficulties in obtaining access to financing for business actors. MSME digitalization refers to the transformation of sales from conventional methods to online platforms through certain marketplaces. This step is a crucial strategy for MSME actors to maintain business sustainability while strengthening their contribution to Indonesia's national economy (Jayanti & Karnowati, 2023)

In Cibeureum Hilir Village, AAB cassava chips MSMEs have considerable potential to be developed. However, the results of observations show that the products produced still have weaknesses in the aspects of packaging and less attractive labels as well as marketing that is still carried out conventionally. This condition causes the competitiveness of the product to be low, especially in reaching a wider market. Therefore, product rebranding and the use of e-commerce to increase the competitiveness of MSMEs in a sustainable manner.

Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk meningkatkan daya saing UMKM keripik singkong AAB melalui strategi rebranding produk dan pemanfaatan e-commerce dengan pendekatan berbasis local.

METHOD

This community service activity is carried out through a training and mentoring program for Micro, Small, and Medium Enterprises (MSMEs) of AAB cassava chips in Cibeureum Hilir Village. The approach applied in this activity is *Asset-Based Community Development* (ABCD), which is an approach that focuses on the use of local potential and resources owned

by the community, this approach is different from the traditional empowerment model which generally focuses more on the problems and limitations faced by the community (Rahmawati et al., 2024). In addition, the activity is also combined with *the Participatory Action Research* (PAR) method which encourages the active involvement of partners in the entire process of implementing activities (Lestari, 2024).

The partners involved in this program are AAB cassava chip MSME actors in the Cibeureum Hilir Village area. The activity involved around 1-3 main business actors and family members who participated in the production and product marketing process. The main focus of the activity is directed at improving the capabilities of partners in the field of product branding and e-commerce-based digital marketing.

The implementation of the activity is carried out through several stages as follows.

1. Pre-Activity Stage

In the initial stage, the implementation team conducted field observations and interviews to find out the initial condition of MSMEs. This activity aims to identify various problems faced by partners, especially related to packaging design, brand identity, and marketing systems that are still carried out conventionally. In addition, a needs analysis was also carried out as a basis for the preparation of mentoring and training programs.

2. Stage of Implementation of Activities

The core stages of activities include several main programs, namely:

a) rebranding products through the creation of new logos and packaging designs that are more attractive, informative, and have selling value
b) e-commerce training in the form of introduction and practice of using digital platforms such as Shopee and Tokopedia
c) Digital Marketing Training which includes the creation of promotional content and the use of social media as a marketing tool
d) intensive assistance in managing online stores and implementing digital marketing strategies directly.

3. Monitoring and Evaluation Stage

Monitoring activities are carried out during the program to ensure the active participation of partners in each stage of the activity. Meanwhile, the evaluation was carried out through observation, interviews, and documentation, both during the activity and after the program was completed. The evaluation is focused on changes experienced by partners, such as improving the quality of product packaging, understanding digital marketing, and the ability to utilize e-commerce platforms to support product marketing.

Through the application of this method, community service activities are expected not only to provide additional knowledge and skills to partners, but also to be able to create real and sustainable changes in increasing the competitiveness of MSMEs.

RESULTS AND DISCUSSION

Identify Partner Problems

The initial stage of the implementation of the activity began with an observation process and interviews with AAB cassava chip MSME actors in Cibeureum Hilir village. The identification results show that there are several obstacles faced by business partners, including the use of simple product packaging, the unavailability of a brand identity that is able to attract consumer attention, and marketing methods that are still carried out rationally. In addition, partners have also not optimized the use of digital media as a means of product promotion and marketing.

This problem has an impact on the low level of competitiveness of similar products that have implemented modern packaging and digital-based marketing strategies. Therefore, efforts are needed to develop business through the implementation of product rebranding and the use

of e-commerce platforms as a strategy to increase selling value while expanding the MSME market reach.



Figure 1. Identify Partner Problems

Implementation of Product Rebranding

The implementation of rebranding is realized through assistance in making logos and product packaging, aiming to produce more attractive, informative designs and superior visual identities. The new packaging design is made by including comprehensive product details, a more vibrant color combination and a modern aesthetic, thus enhancing the overall visual appeal of the product.

The main purpose of product rebranding is to strengthen consumer interest and strengthen brand image in the midst of market competition. The impact of this activity shows that partners are now increasingly aware of the crucial role of branding as an essential marketing strategy to raise business competitiveness.



Figure 2. Product Display Before and After Training

Training and Utilization of E-Commerce and Digital Marketing

This activity included an introduction to marketplaces, creating online sales accounts, creating business locations on Google Maps, and training on marketplace promotions. Creating business locations on Google Maps made it easier for consumers to find MSMEs and boosted their digital business credibility. Partners also received direct guidance on operating digital platforms for product marketing, from product usage to writing descriptions.

The activity results showed an increase in partners' understanding of digital marketing. Mita began using marketplaces and Google Maps as a means of promoting and selling products. Having a business location on Google Maps helped increase business visibility and facilitate consumer access to location and product information. The use of e-commerce is considered effective in expanding market reach, increasing consumer interaction, and opening up opportunities for increased product sales.

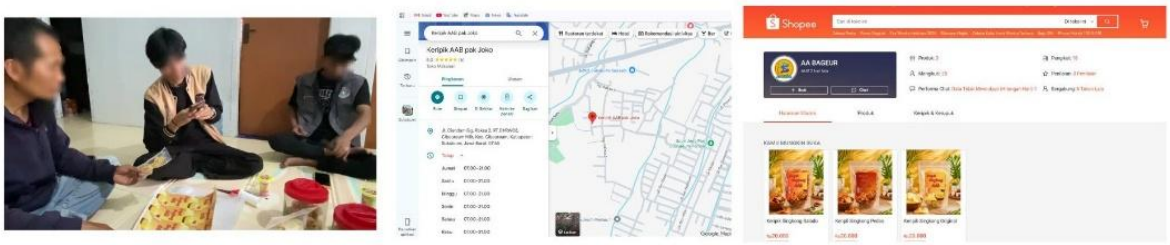


Figure 3. Creation of e-commerce & Google Maps

Monitoring and Evaluation

Monitoring is carried out during the activity to ensure the active involvement of partners in each stage of the program. Evaluation was carried out through observation and interviews before and after the activity. The results of the evaluation showed that there was an increase in partners' understanding of product branding and digital marketing.

In addition, changes are also seen in the quality of the product's appearance which has become more attractive than before. The use of digital platforms has begun to be implemented by partners as a medium for product promotion and sales.

Table 1. Comparison of Products Before and After Training Activities

Aspects	Before the Activity	After the Activity
Product Packaging	Using plain plastic	Using a standing pouch so that the product appearance is more attractive and modern
Branding	Already have simple branding	Updated sticker design and visual identity to be more attractive and professional
Marketing	Marketing is still done directly and has not used the marketplace	Products are starting to be marketed through marketplaces and digital media
Digital Business Locations	Not yet registered on Google Maps	The business is already registered on Google Maps so that it is easier for consumers to find
Ecommerce Knowledge	Still limited	Increased understanding of digital marketing and use of online platforms

Obstacles Faced

During the implementation of the activity, there were several obstacles faced, such as limited understanding of digital technology in partners and lack of experience in using the marketplace. In addition, the limited time for implementing activities is also a challenge in the mentoring process.

To overcome this problem, mentoring is carried out in stages and direct practice so that partners can more easily understand the use of digital platforms.

CONCLUSION

The results of the implementation of product rebranding assistance programs and digital platform optimization show a positive contribution to the business progress of AAB cassava chips MSME partners in Cibeureum Hilir Village. The main challenges experienced by partners at the beginning, such as simple packaging design, immature branding, conventional marketing strategies, and lack of exploitation of digital media, were gradually overcome through this mentoring intervention.

The rebranding process results in a more charming, contemporary, and professional transformation of packaging design and product visual elements, thereby increasing the allure

of consumers. In addition, training on e-commerce and digital marketing equips partners with practical knowledge in utilizing marketplaces and Google Maps for online promotions and transactions.

The final evaluation indicated a significant improvement in partners' understanding and ability to use digital technology to strengthen their marketing strategies. Business integration into the digital realm also increases business visibility and expands market access. Therefore, this kind of initiative can be used as a strategic approach for the development of MSMEs in increasing competitiveness and product added value in the midst of the dynamics of the digital era.

1. MSME partners are advised to regularly optimize and expand the use of digital platforms, such as marketplaces and social media, in order to achieve a more effective and widespread marketing reach.
2. Partners are obliged to maintain product quality standards while maintaining the consistency of visual identity and new packaging so that the product image remains professional and appealing to consumers.
3. Continuous mentoring is needed to hone digital marketing strategies, promotional content management, and improve online sales performance to enrich partner competencies.
4. Local governments and academic institutions are encouraged to provide continuous support through training, guidance, and promotion facilitation for MSMEs, so that they are able to adapt to digital technology advances and strengthen business competitiveness.

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