

Revitalizing MSMEs in the Digital Age: Strengthening Brand Identity and Digital Payment Ecosystem at Siomay Batagor Tirtayasa Business

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) serve as vital contributors to national economic growth, especially in terms of employment creation and community empowerment. Despite this potential, many MSMEs continue to face barriers in brand development, digital marketing, and the adoption of modern financial technologies. This community service program was designed to provide practical solutions for the Siomay Batagor Tirtayasa MSMEs in Sukabumi, Bandar Lampung City, focusing on three main strategies: enhancing brand visibility through promotional banner design, implementing QRIS-based digital payment systems, and providing digital marketing training via social media. As a result, the business experienced increased visibility, marked by a significant rise in new customers just two days after the banner installation, indicating the strong influence of professional branding. The implementation of QRIS also made the transaction process smoother, with 30% of transactions in the first week conducted digitally, reflecting improved customer convenience and trust. Positive customer responses further supported the impact of these changes, especially among younger consumers who preferred cashless payments and easily accessible product information. The business owner also showed increased awareness and confidence in managing digital tools independently. This program demonstrates that even simple and participatory interventions can significantly enhance MSMEs competitiveness in the digital age. For further research, this approach can be developed through deeper digital literacy training, integration into marketplace platforms, or partnerships with local government to scale up the impact on other MSMEs.

Keywords: branding; business development; MSMEs; QRI

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's national economy. Data from the Ministry of Cooperatives and Small and Medium Enterprises (2022) shows that MSMEs contribute more than 60% to the Gross Domestic Product (GDP) and absorb up to 97% of the national workforce. These figures underscore that the MSMEs sector is not only the backbone of the economy but also a key driver in empowering local communities. However, many MSMEs still face various structural and operational challenges, particularly in business management, marketing, and adapting to digital technology. One of the

most common difficulties is the limited capacity to build brand awareness and utilize digital platforms for promotion and transactions (Prasetyo & Kurniawan, 2021). This issue is increasingly urgent in the digital era, where consumers often rely on online media to search for products and prefer the convenience of digital payments.

In the culinary sector, the growth potential for MSMEs remains strong due to consistent demand and the appeal of traditional flavors. Foods like siomay and batagor are not only popular locally but also have broad market potential across regions. One such example is the Siomay Batagor Tirtayasa MSMEs located in Sukabumi, Bandar Lampung City. Despite offering a unique taste and maintaining loyal customers, this MSMEs continues to face significant challenges, including a lack of visual identity, minimal digital promotion, and the absence of a modern payment system. These problems are not isolated. Similar obstacles are experienced by MSMEs across Indonesia. For example, Ramadhan et al. (2022) found that culinary MSMEs in South Sumatra faced comparable issues related to branding and digitalization.

Their mentoring activities—such as digital marketing training and QRIS implementation—successfully improved revenue and brand visibility. This illustrates how common these barriers are, and shows that an educational and participatory approach can effectively empower MSMEs actors to overcome them. Likewise, Yulianti et al. (2023) noted that QRIS activation significantly improves transaction efficiency and the professionalism of micro businesses. Based on the conditions faced by Siomay Batagor Tirtayasa and the success of previous interventions, a targeted approach involving visual branding, digital promotion, and the integration of modern payment systems is urgently needed to enhance MSMEs competitiveness in the digital economy.

2. METHOD

This community service activity was implemented through three main phases: identification of problems, technical interventions, and outcome evaluation. The initial phase involved conducting field observations and semi-structured interviews with the owner of the Siomay Batagor Tirtayasa MSMEs, located in Sukabumi, Bandar Lampung City. The interviews explored the business's marketing strategies, daily transaction methods,

and how the enterprise connects with consumers. The findings revealed that the MSMEs lacked visual promotional materials, operated solely through cash transactions, and had no digital footprint.

Based on the assessment, three main interventions were formulated in collaboration with the business owner. The first involved designing a promotional banner that reflected the brand's identity, incorporating a logo, brand color scheme, contact information, and a QR code linked to the business's Instagram account. The second intervention was the registration and activation of a QRIS-based digital payment system, accompanied by training sessions to ensure the owner could independently monitor transactions, interpret automatic financial reports, and manage digital payments. The third intervention included mentoring in digital promotion, particularly through Instagram, which covered content creation, account management, and marketing communication strategies.

These activities were conducted from March to April 2025 through weekend sessions held directly at the MSME's premises. A participatory-collaborative model was employed, ensuring the business owner's active involvement throughout each stage of implementation. This approach aimed to produce solutions that were both practical and sustainable. The success of the activity was measured using both descriptive and qualitative indicators, such as the number of promotional materials produced, successful QRIS transactions, changes in the business owner's mindset toward digitalization, and customer responses.

3. RESULTS AND DISCUSSION

The implementation of this community service initiative at Siomay Batagor Tirtayasa brought about tangible improvements in terms of business visibility, transaction convenience, and digital marketing engagement. One of the most notable outcomes was the creation and display of a promotional banner. Within just two days, the number of new customers increased significantly, indicating that strong visual branding plays a vital role in attracting consumers and enhancing the business's professional image. This finding is in line with Ramadhan et al. (2022), who reported that visual promotional tools contribute to higher brand awareness and customer trust in culinary MSMEs.



Figure 1. Submission of banner design

In addition, the use of QRIS as a digital payment method proved effective. In the first week after its implementation, around 30% of the total transactions were conducted using QRIS. This service was mostly utilized by younger and working-age customers who favored the ease of cashless payments. Furthermore, the QRIS system automatically generated transaction reports, which greatly simplified the owner's financial record-keeping. These results are consistent with the study by Yulianti et al. (2023), which found that QRIS integration enhances operational efficiency and business professionalism.



(a)



(b)

Figure 2. QRIS (a) qris (b) explanation

Nevertheless, several obstacles were encountered, particularly regarding the limited digital literacy of the business owner, who was unfamiliar with the use of smartphones and social media platforms. To address this, the team developed illustrated manuals and brief tutorial videos, and also provided continuous assistance through a WhatsApp group. This gradual mentoring approach aligns with the digital literacy empowerment strategy outlined by Effendy et al. (2021). Based on the evaluation, improvements were observed across economic dimensions (more efficient transactions), social dimensions (increased use of technology), and behavioral dimensions (greater awareness and confidence in digital tools). This approach can serve as a replicable model for similar MSMEs in urban areas seeking to strengthen their competitiveness in the digital landscape.

4. CONCLUSION

Based on a comprehensive evaluation of the implementation of the digital marketing program at Siomay Batagor Tirtayasa MSMEs in Sukabumi, Bandar Lampung City, it can be concluded that this community service activity has successfully had a significant positive impact on improving the competitiveness of micro businesses amid increasingly competitive market conditions. First, the implementation of visual branding strategies through the creation of effective promotional banners has increased business visibility and attracted the attention of potential customers. This has become an important foundation in building a more professional and recognizable business image among the local community. Second, the adoption of a digital payment system based on QRIS has provided direct benefits in terms of transaction efficiency, customer convenience, and more transparent and accurate financial reporting.

The acceptance of this technology by business operators also demonstrates their ability to adapt to changes in the times. Third, the use of social media as a promotional tool has proven to be an economical yet far-reaching marketing strategy, helping to expand the market and increase interaction with consumers. Fourth, a consistent and participatory direct mentoring approach is key to ensuring relevant and applicable solutions for business owners. This model demonstrates that digital transformation in traditional MSMEs can

be achieved through a continuous educational process. This digital marketing program has successfully strengthened the marketing infrastructure of MSMEs, making them better prepared to face the challenges of competition in the digital era. As a follow-up step, sustained collaboration between academic institutions, government agencies, and business operators is essential to support the widespread and sustainable acceleration of MSMEs digitalization. This will create an innovative, adaptive, and highly competitive local business ecosystem.

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