



Assistance for logo rebranding and packaging “Dodol Lima Pandawa” to improve product quality

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ARTICLE INFO:

Received: 2022-10-05
Revised: 2022-11-27
Accepted: 2022-12-08

Keywords:

Packaging, Product quality, Product rebranding, Village branding

ABSTRACT

The use of online media in the process of selling products is intended to help the community more easily in terms of marketing in line with the post-Covid 19. The implementation of this community empowerment depends on the ability of the community or mothers who have small businesses in Tebing Gerinting Village, South Indralaya. One of the main pillars of the Indonesian economy is to develop small businesses in villages that are run directly by the local community without any third party. Villages are something that the government must raise in order to increase new independence for the community. The result of the implementation of this community empowerment activity is the competence of partners, namely being able to carry out good management strategies during the training. Universities provide full support to the community in Tebing Gerinting Village by carrying out implementation methods in the form of observation, formulation of dodol product planning, product branding assistance, dodol manufacture and product marketing through online media Instagram, Facebook, and YouTube to improve product quality, and evaluation of product rebranding with a new name according to the story behind the product. The ultimate goal of this activity is to increase the profits of the Tebing Gerinting Village community and partners. The implementation of assistance related to productivity and product rebranding, insight into sustainable innovation, and activities by providing product sticker logos and product banners help partners to be known in the national market.

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How to cite: Austin, T., Lisdiana, L., & Ardiansyah, A. (2023). Assistance for logo rebranding and packaging “Dodol Lima Pandawa” to improve product quality. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 8(1), 165-176. <https://doi.org/10.26905/abdimas.v8i1.8703>

1. INTRODUCTION

Intense competition among small entrepreneurs demands the precise decision making when running business. It is also crucial to create a competitive advantage in developing business after the covid 19 period. Some of the factors that can affect competitiveness including: resources, market conditions, management skills, corporate governance, politics, infrastructure, access to capital, partnerships, productivity, product quality, market growth prospects, market performance, and financial performance (Rahayu et al., 2021).

Lack of socialization and awareness causes Micro, Small, and Medium Enterprises (MSMEs) to not prioritizing financial management. While risk of misunderstandings could arise due to lack of knowledge about complete financial records (Soerjono et al., 2018), educational background also influence employers' perceptions towards the importance of financial records. That being said, MSMEs are prioritized in Indonesia's economic growth agenda because of their role to reduce unemployment and poverty

Indonesia's economic growth is the center of the country's development, which in this case is spearheaded by small and medium enterprises (MSMEs). Indonesia experienced economic crisis in 1997-1998 caused the country's economy experienced a sharp decline. While begin stimulating the economy, MSMEs play their role to absorb large numbers of workers and create more jobs, thereby reducing unemployment. The presence of MSMEs also provides broad insight to the public to start new businesses, increase income, and boost economic activities.

Economic activity in this sense refers to various efforts made by people to fulfill various needs, such as food, clothing, and shelter. Employment and guaranteed income for small businesses can create additional profits for the people of Tebing Gerinting Indralaya Selatan Village. The people involved in these activities work under various constraints, both in terms of capital, physical resources, labor, and expertise. Small businesses can be used as an alternative for the community to create new jobs and survive the global crisis that hit Indonesia. The growth and development of a country's economy cannot be separated from the role played by MSMEs. A socialist economy is an economic characteristic that already exists in Indonesian society and is considered suitable for application in Indonesia's future economic development (Gie, 2020).

Regarding city branding and country branding, villages also need to carry out village branding. Like city branding, country branding, or place branding in general, village branding is a series of efforts to make a village more attractive and visible, as well as a strong community that can help present itself with distinctive, unique identity. Branding of goods and services basically creates an emotional connection with the target market (Luthfi & Widyaningrat, 2018).

The challenges faced by small businesses in Tebing Gerinting Indralaya Selatan Village include, (1) product branding, (2) logo, (3) product packaging, and (4) product marketing. Branding is very important for online businesses as a consistent step that must be taken to introduce a business brand. Socialization regarding village branding aims to motivate *dodol* producers, especially Mrs. Neneng. This branding is a differentiator between the *dodol* produced by Tebing Gerinting Village and other villages and can also improve marketing quality and expand the market.

Product branding is the first step for long-term business continuity, because branding is an important element in marketing strategy. In choosing a brand, it should not be similar to the product brands that are available and already registered. This community service activity refers to a participatory approach in order to produce something real and highly productive (Ardi et al., 2017).

According to Kotler & Kotler (2002), the benefits of a brand are to simplify the search for a product, represent a valuable piece of legal property, greatly reassure consumers, and provide constant income for a lasting future. Trademarks also help to differentiate a company's production methods, products and services from those of other similar companies. Trademarks guarantee the value (quality) of a product or service, protect the value (quality) of a product or service, and are used by manufacturers and distributors as a promotional tool for companies, thus, expanding their goods/products or services. (Purwaningsih et al., 2020). Good community empowerment can fulfill many aspects that are developed and needed by the community. Communities need to increase their knowledge, but without sacrificing cultural aspects, environmental harmony, and their identity as part of the community (Nurita, 2016). The challenges experienced by small entrepreneurs in Tebing Gerinting Selatan Village, namely the lack of creativity and innovation in packaging and product design, due to the lack of innovation in expanding

marketing networks via the internet or online media, lack of market orientation knowledge, and low product profits due to sales to third parties. third, and has not been registered with the Directorate General of the Ministry of Law and Human Rights (Kemenkumham) regarding the registration of *dodol* product brands.

The case of Tebing Gerinting Village is one of many examples of villages that are in a difficult situation, having economic potential in the form of local products but unable to compete, let alone develop further. It would be a shame if this potential disappeared and was not continued by government agencies. This is a consideration in implementing community service with the theme Village Branding. Synergy between village officials, the community, and universities is urgently needed. Students who work in service teams focus on realizing programs that have not been implemented (Rohandi & Husain, 2022).

2. METHODS

This community service was carried out in Tebing Gerinting Indralaya Selatan Village in collaboration with small entrepreneurs. partners in this activity are local *dodol* makers. One of the partners involved was a home-made *dodol* entrepreneur with good product quality but lacking in terms of packaging and logo. The process of making *dodol* which is still traditional by grinding glutinous rice and still utilizing wood is the reason partners are involved in village branding activities. The location of this service is carried out in Tebing Gerinting Village, Indralaya Selatan District, Ogan Ilir Regency, South Sumatra.

The output of this program activity is to increase product branding knowledge and maintain product marketing so that it remains of high quality and sells well in the market. The methods used are observation, planning formulation, logo branding assistance, marketing and evaluation. The community service method can be seen in Figure 1.



Figure 1. Community service methods

Pre-Activities

The pre-activity method consists of observation and planning. Since this activity is carried out in only 20 working days, it requires careful planning so that the program implementation is in accordance to the agenda. That being said, planning is one of the management steps prior to implementation. Plans regarding a product starting from pricing, materials, logos and packaging as well as product marketing. The planning also includes business model, the performance process, and sales activities.

Observations were made to obtain the data needed in community service. This observation was carried out in Tebing Gerinting Selatan Village, Indralaya Selatan District, Ogan Ilir Regency, located at the *dodol* production site owned by Mrs. Neneng.

In the observation process, it was found that the business owned by Mrs. Neneng was a relatively small business because it only had 2 employees who only worked when there were orders. This *dodol* product has been going on for three generations, and already well known to villages outside Ogan Ilir

district. Observations by the service team are carried out from 08.00 to 15.00, and usually the *dodol* dough is made on Tuesday morning. Around 08.00 the process of grinding glutinous rice and cooking coconut milk is usually done, this is so that in the afternoon the product can be packed properly.

Activities

The activities include assistance with logo branding and product marketing, assistance in the form of socialization, training in using social media, and knowledge gained from joint discussions. The purpose of socializing the importance of branding to *dodol* business producers is to increase awareness and knowledge in marketing, so that the business brand will be more widely known, provide a different business character in the industry category, and increase customer confidence in the brand. In simple terms, when good branding is done, it will be easier to market the product.

After training related to product marketing has been completed, the service team also provides assistance in preparing reports and calculating profits. Assistance is carried out to assist MSME entrepreneurs in understanding the training material that has been obtained. This is done because it can add insight to partners and change the views of the community who previously thought that administrative matters were not difficult. Most of the partners initially did not understand how to keep the product on the market and explore the meaning of the product logo (Rahayu et al., 2021).

Evaluation

Evaluation is carried out after selling *dodol* products by evaluating products that have been marketed and the skills of the Tebing Gerinting Village community in terms of using business capital, product profits, and product marketing. When formulating program plans, the condition of the community environment and the resources owned by partners are taken into account. This evaluation seeks to make partners able to control partner finances and help become a benchmark for further product sales.

The schedule for community service activities for the month of August 2022 has been prepared based on current conditions in the field, with details shown in Table 1.

Table 1. Schedule of Community Service Program

August	
1 st Meeting	<ol style="list-style-type: none"> 1. Literature study and observing Tebing Gerinting Selatan Village 2. Introducing the service team to the Tebing Gerinting Village Officials 3. Observing <i>dodol</i> producers 4. Taste test the <i>dodol</i> product that will be rebranded
2 nd Meeting	Coordination with communities, village officials and partner (Mrs. Neneng) regarding village branding activity planning <ol style="list-style-type: none"> 1. Choosing ingredients for making <i>dodol</i> 2. Making logo and packaging designs
3 rd and 4 th Meeting	Implementation of activities in the form of direct practical assistance. <ol style="list-style-type: none"> 1. Logo Branding Assistance 2. Material processing into <i>dodol</i> products 3. Product marketing
5 th and 6 th Meeting	The community is self-sufficient in making products
7 th Meeting	Evaluations <ol style="list-style-type: none"> 1. Product evaluations 2. Evaluate the use of materials and return on business capital

3. RESULTS AND DISCUSSION

Results

This community service activity consists of three stages. The initial step is in the form of preparing *dodol* product plan and explaining to partners about the activities carried out during the training, including material in terms of digital marketing assistance. In its implementation, the training was carried out in 7 sessions including planning, assistance in making *dodol* packaging with a logo image according to the original taste and durian flavored *dodol*, online marketing assistance, and closing activities by handing over souvenirs.

Pre-Activities

This stage begins with observation as well as logo and packaging design planning, that aims to increase practical skills in product design. The design results were rated from a sketch standpoint and by the simplicity of the design so that the product design could be made without complicating the participants.

Not only large companies need a branding strategy, even medium scale companies also need to implement a branding strategy. Tebing Gerinting Village is one example that needs to implement a branding strategy. The role of the brand is not limited as a means of communication and information, could contribute to company's optimal success. Brand is a key factor that affects the amount of consumer and the number of sales. Consumers will continue to remember the brand, symbol, and so on. Packaging is a way to make consumers buy products. That being said, product packaging also plays a very important role for the long term (Lestari et al., 2022).

Activities

This stage aims to increase the ability to design product logos, including assistance in making logo branding, making *dodol* products and marketing products through social media (Instagram, Facebook and Youtube). Preparations are made of the necessary tools, who will carry them out, where the place of implementation will be, how to carry them out. Communication, resources, and organizational structure need to be managed properly in order to run for the long term. The problem is with the packaging, partners do not yet have packaging specifically designed for their products. If partners want to enter a wider market (supermarket market/shopping center), attractive packaging and BPOM labels that ensure products are accepted by consumers and branding are also a priority. Packaging elements are important factors that must be considered in order to compete with other local products (Suparjo & Hariastuti, 2017).

The success of community service activities is measured by increasing knowledge and motivation, increasing awareness of partners, village officials, and the people of Tebing Gerinting Village about the importance of increasing knowledge. The problems revealed in the introduction can be resolved with the assistance method (Austin & Marleni, 2021).

Sessions

The implementation of this community service activity is divided into 7 practical sessions, each of which directly involves the production of *dodol*. The first day begins with an introduction to the service team which includes an explanation of the planning method in the form of an explanation of the implementation, the time required for *dodol* production and *dodol* packaging. The first meeting was held in the presence of Tebing Gerinting Indralaya Selatan village partners and officials, conducted with an explanation of the introduction of village branding and the benefits of this branding activity. The

second meeting was in the form of preparing cooking tools to be used as well as selecting materials and cleaning the production house yard so that the activities ran smoothly. The process during this community service begins with the planning related to the product can be seen in Figure 2.



Figure 2. Planning activities

The first meeting was to equalize perceptions among the village community, village officials and partners. In addition, during the rebranding of *dodol* products, the product was still in the old packaging and was not considered visually attractive. Processed and packaging materials are selected according to the agreement with partners and also the service team. Figure 3 shows the location of production houses and products that have not been rebranded.



Figure 3. Observing *dodol* producers at Tebing Gerinting

At the fourth and fifth meetings, the implementation of community service was focused on cleaning the production house and directly producing 30 kg of *dodol*. The service team helped make basic logo and packaging sketches. The logo and packaging can be seen in Figure 4.



Figure 4. *Dodol* making and product packaging

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At the fifth meeting, the implementation of the service program entered the stage of processing materials into *dodol* products. Processing techniques are carried out by the community who are supported by a service team. Various techniques are used for processing *dodol* with durian flavor. The last meeting was in the form of assistance related to product packaging and marketing of *dodol* products in online media. After the packaging of the *dodol* products is complete, the service team and partners provide the *dodol* products to the community and the STISIPOL Candradimuka College to do a taste test as an ingredient for partners. The product review can be seen in Figure 5.



Figure 5. Review of *dodol* products at STISIPOL Candradimuka

Evaluation

Evaluation is used to assess whether the implementation is according to plan or not, as a consideration for the team in carrying out activities and then will be able to help production in the future. This evaluation assesses what is achieved, expected, and not expected in the short and long term (Andriani & Afidah, 2020). The results of community service activities can be seen in Table 2.

Table 2. Results of community service activities

Results	Explanation
Publication in mass media (print/electronic)	Now available
Improved product display adds value to sales	Improved
Knowledge about product development and how to operate social/digital media	Improved
Increased revenue and community participation	Increased
Video marketing via Youtube	https://www.youtube.com/watch?v=RSbzEzrROsk https://www.youtube.com/watch?v=jsHMOrc3iE

The results of the mentoring activities make it easy for the community to recognize the special products of Tebing Gerinting Village, provide identity to social media and also the market. The shop is also located in the partner’s yard which is easily accessible by people outside the Tebing Gerinting Village area. This YouTube video that was made is also a way to promote and introduce the Tebing Gerinting Village area nationally. Current marketing techniques aside from social media, one of them is through online print media. Using online print media is the right choice, because social media capabilities can build and attract public interest, product results are reported in online print media: sriwijayaterkini.co.id, inkmerah.co.id, and versa.news. The marketing carried out can be seen in the Figures 6, 7, and 8.



Figure 6. Marketing of *dodol* products to the community and universities



Figure 7. Promotion through online print media

Figure 8. Promotion via Youtube

Digital marketing assistance through social media, one of which is assisted by the Tebing Gerinting village youth group (*Karang Taruna*) to familiarize the local community with online media. The solution that can be formulated in solving problems in Tebing Gerinting village is to provide short training to partners through social media. The target that has been achieved is a social media account that can be accessed by the community (Setiyaningsih & Fahmi, 2020).

The service team received information that the production of *dodol* can exceed 30 kg at a time, equivalent to 50-60 kg of palm sugar used. Also, in making *dodol*, the quality of the ingredients is the main key to the taste of *dodol*, the more durian fruit and glutinous rice used, the more expensive the *dodol* will be. The marketing process with social media and using the telephone in finding a market. Old customers usually order by telephone or WhatsApp. The marketing of *dodol* products in Tebing Gerinting Village is very good because it has been sold to other cities such as Kayu Agung, Palembang, and even Jakarta.

Based on the results of observation and evaluation, it is known that the production process and the mentoring program provided are able to increase *dodol* sales. Through social media, buyers can find out about the production process and partners always try to maintain quality by using the best ingredients in a clean and orderly production environment (Suardani & Pancane, 2022).

Dodol products have two flavors, original and durian flavours. This package is divided into two packages according to weight, namely $\frac{1}{2}$ Kg and 1 Kg. The pictures of selling *dodol* with original and durian flavors can be seen in Figure 9 and Figure 10.

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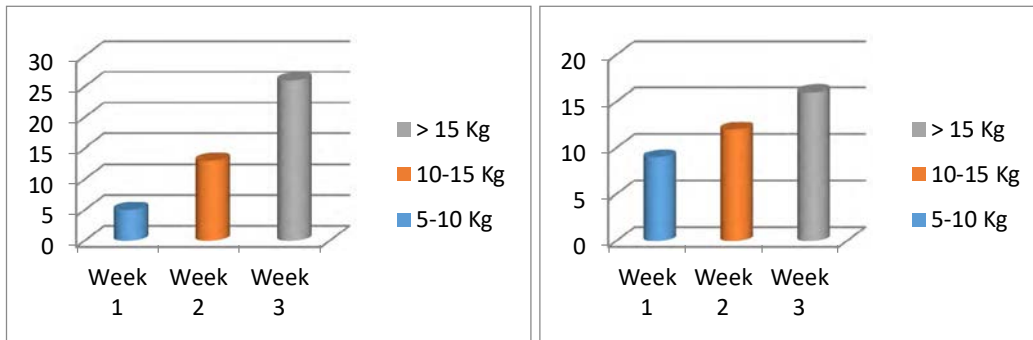


Figure 9. Sales of original flavored *dodol*
Figure 10. Sales of durian-flavored *dodol*

This original flavored *dodol* product was sold in the first week of 9 kg, in the second week sales increased by 12 kg, in the third week it sold 16 kg. Durian-flavored *dodol* experienced a drastic increase in purchases in the third week after only 5 kg were ordered in the first week, 11 kg in the second week, and 26 kg in the third week. Total sales of original *dodol* and durian *dodol* as of 3 weeks after the community service activity amounted to 79 kg.

The final stage which is the closing session of Community Service. This closing was in the form of a farewell session for the service team with the village community, village officials, and partners. The service team gave certificates to partners, souvenirs and a nameplate that said Candradimuka STISIPOL Fostered Village in Tebing Gerinting Selatan Village.

Discussion

This activity renews brands that previously did not have a special name to be known by the wider community, so now it is easier to recognize the products being sold. Apart from that, it also provides education on the importance of embedded brands for product marketing to be marketed with names that are easily remembered by the public, especially the people of Tebing Gerinting Village, Indralaya Selatan District, South Sumatra. Community service can increase the income of the Tebing Gerinting Village community, improve product design standards so that it attracts the attention of buyers, and the community can practice selling methods through online media. This community service activity began with MSMEs in Tebing Gerinting village in the context of brand rejuvenation (packaging) which previously did not have a name attached to be marketed, and previously only the name of the product being sold directly. (1) Visit the *dodol* production site in Tebing Gerinting village and observe *dodol* making. (2) The visit activity, as well as asking for permission to help the *dodol* business owner, namely Mrs. Neneng Awalia as the *dodol* business owner. (3) Providing knowledge regarding product brands. Designing newer logos and packaging and not changing the product recipe that was pioneered for generations by Neneng Awalia's family.

Community service program activities in the form of *dodol* rebranding to increase community income with activities in the form of assistance have relevance to the needs of small entrepreneurs in Tebing Gerinting Indralaya Selatan Village in terms of increasing knowledge (Suardani & Pancane, 2022). The implementation of the service program aims to increase the skills of partners with the community regarding the mastery and application of designing knowledge (Sugiman, 2018). Community service program activities by the service team from providing results, including rebranding *dodol* products,

getting a more attractive product appearance for customers to make it easy to remember and become more hygienic. Making social media to reach wider customers and form a market on social media to get to know the products we are rebranding in one of the villages in the Inderalaya district, namely Tebing Gerinting Village.

Word of mouth is also used by businesses because it reaches the closest customers such as relatives or neighbors who are the first customers for product marketing. Making social media is done by partners with the service team. On the Homepage or social media profile, a product description is given and also the partner number as the contact person for selling *dodol* products. The marketing profile can be seen in Figure 11.



Figure 11. Instagram profile

Figure 12. The service team during the activity process

The people of Tebing Gerinting Village have a better understanding of village branding and can develop it as a result of village branding. Partners can produce marketing widely through social media by continuing to produce quality products so they can adapt to changing times. After the Village Branding "Goes to Global" activity program, the closing ended with the giving of the Candradimuka STISIPOL Foster Village nameplate which can be seen in Figure 13.



Figure 13. Nameplate giving

1. CONCLUSION AND RECOMMENDATIONS

Thematic villages are regional development opportunities that are very likely to be maximized so that the government's work becomes lighter. When the village is established and independent, the local government's work will become lighter, funds will be reduced and the government will only have to control how the development road map will be managed. Politically, this will be an opportunity for

a new development political stage for regional leaders, because the success of development down to the village level is still a very rare achievement. So, supporting the village to be independent is a good opportunity for the village and the local government itself. Tebing Gerinting Village has great potential in implementing village branding through branding development in general, it's just that there is not enough education and motivation so that people do not know the technicalities and benefits of branding and media excellence. In this regard, this community service activity has been successfully carried out in assisting branding development by utilizing social media in Tebing Gerinting Village. Based on the community service program, and the results of observations, we make the following recommendations. (1) making workshops, assisting community businesses, making logos and packaging. This event will be a marketing medium for the community and the village to get the village's initial branding. (2) The speciality *dodol* from Tebing Gerinting is a cultural product that must be preserved. Ideally, there should be a process of transforming between generations. (3) Facilitating the Tebing Gerinting's *dodol* products to be registered with Intellectual Property Rights (IPR).

The people of Tebing Gerinting Selatan Village, Indralaya Selatan district, South Sumatra, must be oriented towards progress in starting and implementing village branding by utilizing their front yards. The local government is expected to be able to facilitate the community to receive training and financial assistance so that the community can develop in developing village branding “Goes to Global” through print and online media. The local government, together with village officials and the community, market their products in private online media or online media owned by the Indralaya Selatan District government so that the wider community can see them and maintain small entrepreneurs in all villages in Ogan Ilir Regency.

ACKNOWLEDGEMENTS

The service team would like to thank STISIPOL Candrimuka Palembang for providing the opportunity to carry out community service with an internal funding scheme. We are also grateful for the opportunity to collaborate with *dodol* business owner, Mrs Neneng Awalia who are willing to rebrand their products into “*Dodol Lima Pandawa*”. We also thank the Regent, Head of South Indralaya District, Head of the Village, Mr. Makmun, and one of the village officials, Mr. Syahril, who during this activity helped the service team make it easier to obtain data while in the field. All of the village apparatus that the service team cannot mention one by one as well as the people who were present during the product manufacturing and product packaging process. The entire service team consisting of STISIPOL Candradimuka Palembang students for 20 days has participated in serving and providing positive activities for the people of Tebing Gerinting Village, Indralaya Selatan.

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