
Electronic-based SMEs Mascot Branding to Strengthen Business Resilience after the Covid-19 Pandemic in Tempe Sanan Village, Malang City

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Abstrak: Kondisi adanya Pandemi COVID-19 yang telah berdampak besar pada pertumbuhan penjualan UKM termasuk kawasan kampung tempe Sanan, kegiatan pengabdian ini bertujuan untuk berusaha membangkitkan kembali kondisi perkembangan usaha dalam bentuk pendampingan pembuatan maskot branding berbasis elektronik. Tahapan yang digunakan mulai dari identifikasi kebutuhan riil, FGD, perencanaan program, implementasi dan evaluasi. Hasil dari kegiatan berupa maskot dibuat dengan style chibi yang lucu dan imut, kepala diadaptasi dari keripik tempe sanan, dengan badan yang bertekstur daun pisang. Semuanya berdasarkan hal-hal yang berkaitan dan sangat ikonik dari kampung sanan. Kemudian maskot tersebut diberi nama “Kinan” diambil dari singkatan Keripik Tempe Sanan, maskot tersebut telah dipublikasi melalui media sosial sebagai bagian dari membranding produk.

Kata Kunci: Branding, Maskot kinan , Kampung Sanan, Malang

Abstract: *The condition of the COVID-19 pandemic which has had a major impact on the sales growth of SMEs including the Sanan tempe village area, this service activity aims to try to revive business development conditions in the form of assistance in making electronic-based branding mascots. The stages used start from identifying real needs, FGDs, program planning, implementation and evaluation. The results of the activity in the form of a mascot are made with a cute and cute chibi style, the head is adapted from Sanan tempeh chips, with a banana leaf textured body. Everything is based on things that are related and very iconic of Sanan village. Then the mascot was named “Kinan” taken from the abbreviation Keripik Tempe Sanan, the mascot has been published through social media as part of branding the product.*

Keywords: *Branding, Kinan Mascot, Sanan Village, Malang*

Pendahuluan/Introduction

In 2020 WHO officially designated this novel coronavirus disease in humans as Coronavirus Disease (COVID-19) ¹. COVID-19 has had an impact on the joints of life including on business stability, both large, medium and small businesses. Sanan tempe and its derivatives as one of the SMEs products have also been affected by the outbreak, so that not only has the sales turnover dropped but has had an impact on various fields of this business, including its ability to survive. Even after the pandemic, revival has been more difficult, both because the national economy has not yet recovered, as well as the loss of customers on whom the business had depended.

That is why efforts to revive these SMEs need to be carried out not only by business actors but all parties also need to be involved, various efforts to re-brand are needed including the use of merchandise as an effort to foster public sympathy and attractiveness ². The creation of merchandise is very helpful to foster the identity of a product or an event to be able to become the public's mind for the future.

As a previously known area, Sanan village has promising potential, and has a very strong characteristic, therefore it will be very helpful if this can be used as a potential for branding the village in question through the creation of a mascot adapted from tempe chips so that Sanan village will be easy to brand and make as a tourist spot in Malang. The need for mascots as a product branding effort has been carried out by Mahendra³ who designed the mascot "Plankton Fingerboard" as an effort to increase Brand Loyalty, the results have been able to increase consumer loyalty to certain brands because through mascots they are able to educate and provide satisfaction to customers. According to Halim⁴, who saw the Influence of Brand Identity on the emergence of Brand Preference and Repurchase Intention on Product Brands. Finding that the product brand greatly influences buyer interest in determining the purchase of these products.

Brand elements are visual and sometimes even physical efforts that act to identify and differentiate a company's products or services⁵. Formal brand elements

¹ "Coronavirus Disease (COVID-19): Small Public Gatherings," accessed May 17, 2024, <https://www.who.int/news-room/questions-and-answers/item/coronavirus-disease-covid-19-small-public-gatherings>.

² Sudarmiadin Aditya Nirwana, "A Preliminary Study: Digital Visual Marketing and Its Relationship with MSMEs in Indonesia," *Himalayan Journal of Economics and Business Management* 3 (November 20, 2022): N/A-N/A, <https://doi.org/10.47310/Hjebm.2022.v03i06.005>.

³ Angga Mahendra, Ery Djatmika, and Agus Hermawan, "The Effect of Entrepreneurship Education on Entrepreneurial Intention Mediated by Motivation and Attitude among Management Students, State University of Malang, Indonesia," *International Education Studies* 10, no. 9 (August 27, 2017): p61, <https://doi.org/10.5539/ies.v10n9p61>.

⁴ Beatrice Clementia Halim, "PENGARUH BRAND IDENTITY TERHADAP TIMBULNYA BRAND PREFERENCE DAN REPURCHASE INTENTION PADA MEREK TOYOTA," *Jurnal Strategi Pemasaran* 2, no. 1 (January 15, 2014): 1–11.

⁵ Ahmad Fathurrahman, "Designing A Catalog of UMKM Metal Crafts in Fancy Copper as A Branding and Marketing Media," *JURNAL PENGABDIAN TEKNOLOGI TEPAT GUNA* 5, no. 1 (March 1, 2024): 51–60,

such as name, logotype, and slogan come together to form the visual identity of a brand or company⁶. Some elements of brand identity include the brand name, logo, tagline and brand story.

Brand image is the consumer's perception of a particular brand. Keller (2003) defines brand image as a set of associations perceived by consumers of a particular brand known as brand association⁷. Meanwhile, Temporar (2003) states that "brand image is how the brand is seen", namely "brand image is how the brand is seen"⁸. According to Tjiptono (2005) brand image or brand description is "a description of consumer associations and beliefs about a particular brand"⁹. From the definition of brand image above, it can be explained that brand image cannot be separated from the factors that form brand image. Factors forming brand image in relation to brand association according to Kotler (2005) are the benefits of brand association, the uniqueness of brand association, and the strength of brand association¹⁰. Favorability of brand association, which is a brand association that arises because of consumer confidence that the attributes and benefits provided by a brand can satisfy their wants and needs. Strength of brand association, which is a brand association formed by information that enters the consumer's memory and how this information and survives as part of the brand image. Uniqueness of brand association, which is a brand association that can be generated by making direct comparisons with similar products or services from competitors, so that the product or service has a unique association in the minds of consumers¹¹. The principle that needs to be maintained in the formation of brand image is the fulfillment of the forming indicators Aaker and Biel (2009: 71) ranging from the image of the maker, product image, and user image. Based on this consideration then this community service activity is prepared to help SMEs rise from the downturn caused by the covid pandemic.

<https://doi.org/10.47942/jpttg.v5i1.1558>.

⁶ Khofifah Zahra Kancana, "Analisis pengaruh brand identity terhadap brand loyalty pada Ancient Summer," 2021, <https://repository.unpar.ac.id/handle/123456789/repository.unpar.ac.id/handle/123456789/13651>.

⁷ Kevin Lane Keller, "Brand Synthesis: The Multidimensionality of Brand Knowledge," *Journal of Consumer Research* 29, no. 4 (March 2003): 595–600, <https://doi.org/10.1086/346254>.

⁸ "THE INFLUENCE OF BRANDED WEB SERIES TOWARDS PURCHASE INTENTION OF TELECOMMUNICATION PROVIDER (CASE STUDY: XL AXIATA)," *Advanced International Journal of Business, Entrepreneurship and SMEs* 3 (September 15, 2021): 313–33, <https://doi.org/10.35631/AIJBES.39021>.

⁹ "The Effect of Advertising and E-WoM on Brand Loyalty through Brand Image: Study on VIVO Brand Mobile Users in Malang City | The International Journal of Business & Management," August 4, 2020, <https://www.internationaljournalcorner.com/index.php/theijbm/article/view/147632>.

¹⁰ Agung Winarno, "Management Literacy for Improving the Performance of Village-Owned Enterprises (BUMDes) in Managing Local Businesses in Wonosari, Malang," *JURNAL PENGABDIAN TEKNOLOGI TEPAT GUNA* 4, no. 3 (December 2, 2023): 138–50, <https://doi.org/10.47942/jpttg.v4i3.1473>.

¹¹ Desti Nur Aini, "Elevating the Tradition of Women Making Grilled Chili Paste as a Commercial Product to Increase Supplementary Income," *JURNAL PENGABDIAN TEKNOLOGI TEPAT GUNA* 4, no. 3 (November 25, 2023): 158–70, <https://doi.org/10.47942/jpttg.v4i3.1475>.

Metode/Method

The approach in this PKM is mentoring and strengthening group-based business actors who are the target of the SMEs community program in the tempe industry in the sanan tempe village area. The implementation stage starts from identifying needs and potential, this is done considering that after covid the condition of many SME entrepreneurs has deteriorated so that it is necessary to recollect which ones can still be branded and which ones can be involved in difersikasi efforts outside the main product.

The next stage is assistance in making mascot designs and introducing electronic promotions, this is done to build participation in having a mascot and responsibility and the next stage is program implementation and post-test evaluation. Evaluation was carried out through the response to the mascot product trial in rebuilding an attractive impression of the advanced tempeh product as well as the village area to become a tourist destination.

Hasil/Result

The implementation of the service program has produced a mascot product with the name Kinan, it is hoped that this mascot can again support branding and crawl back sales of products made from tempe. Activities have also trained marketing and sales activities carried out online, by including mascot branding for business purposes in the digital world. A mascot is an object or shape that has certain characteristics and has a representation of the joy and fondness of an organization/company/event/etc. The presence of mascots for SMEs can increase the impression of interest to consumers so that it becomes a bridge of product introduction to consumers.



Figure 1 Needs Identification and Management Strengthening

The existence of a mascot also makes it easier for consumers to remember a product or business actor. Kampung Tempe Sanan Malang City is a familiar shopping tourist destination, but in the conditions of the covid-19 pandemic where there is a reduction in activities outside the home, there is a reduction in direct buying and selling transactions.

Kinan is a mascot that we specifically created for Kampung Sanan. Kampung Sanan, located in Purwantoro Village, Blimbing, Malang City, is the center of tempe chips souvenirs in Malang City. Many tourists or travelers come to Kampung Sanan to buy tempe chips as souvenirs of snacks typical of Malang City. We named the mascot of Kampung Sanan Kinan, the name Kinan stands for Sanan chips, where Sanan Village is famous for its tempe chips.

Kinan is a cheerful and pleasant girl. Kinan is also a smart child. She studies diligently and loves to read books, because her goal is to improve the welfare of the people of Sanan Village. Like most children, Kinan loves to play with her friends. Starting from hide and seek, running around, to bendan games, and many other games. With this Kinan mascot, it is hoped that Sanan Village will have a strong identity.



Figure 2 Kinan Mascot

The picture above is the mascot of Malang's Sanan village. He is named Kinan. The name Kinan comes from the abbreviation 'Keripik Sanan', which means that Sanan village is famous for its tempeh chips. Kinan is a cheerful and pleasant girl. Here's a comprehensive look at KINAN:

MASKOT KINAN					
FRONT LOOK	SIDE LOOK	STUDY	BACK LOOK	PLAY	WEARING KEBAYA CARRYING THE FLAG

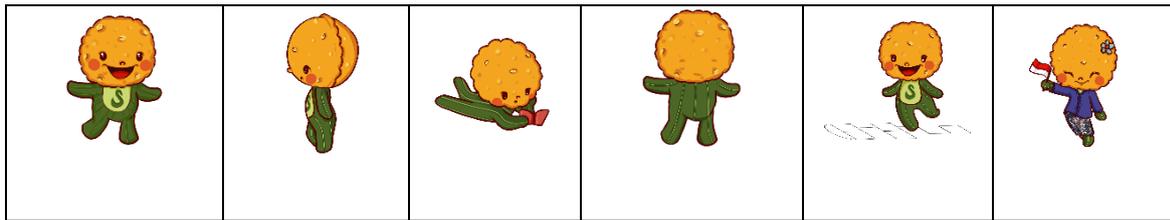


Figure 3 Kinan Mascot Overall

The image of Kinan Mascot consists of:

1. Kinan Front View;
2. Kinan Side View;
3. Kinan Studying;
4. Kinan Rear View;
5. Kinan Playing;
6. Kinan Wearing a Kebaya and Carrying a Flag.

The 6 pictures illustrate that Kinan is a portrait of a smart child. He is diligent in his studies and enjoys reading books. His goal is to prosper the village of Sanan. Like most children, Kinan loves to play with his friends. Starting from hide and seek, running around, to bendan games like in the picture. The picture above is a portrait of Kinan celebrating Indonesia's Independence Day. He wears Indonesian batik and carries a red and white flag as a sign that he is proud to be part of Indonesia.

Pembahasan/Discussion

This activity was attended by participants from among SMEs around Kampung Tempe Sanan Malang City and amounted to around 60 people. Participants were very enthusiastic in participating in the activity. They had many two-way discussions with the presenters to discuss how to raise digital business branding in the covid-19 pandemic situation through the presence of mascots that had been created by the service team.



Figure 4 Formulation of Tempe Village Icon

Later, the mascot that has been created can be used as a character when doing digital promotions. For example, by making attractive and contemporary posters, making memes to making educational videos for online shopping in Sanan Tempe

Village Malang City during the covid-19 pandemic situation.



Figure 5 Enthusiasm of Endurance Training Participants

The event was held where participants were very enthusiastic and immediately wanted to use mascots as a means of digital promotion. The implementation of this event was carried out by carrying out health protocols in a fairly strict covid-19 pandemic situation. The venue for the event was held at the Bumi Usaha Cooperative Meeting Room, Sanan Tourism Village, RW XV Purwantoro Village, Blimbing District, Malang City.

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