

CREATIVE EMPOWERMENT IN BRANDING AND DIGITAL PUBLICATION DESIGN TO ENHANCE SALES OF SMALL BUSINESS PRODUCTS IN THE LEATHER SHOE CRAFT CENTER OF CIBADUYUT

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ABSTRACT

Since the implementation of free trade agreements (AFTA) and ACFTA (Global Trade with China), the development of the leather industry in Cibaduyut Village has experienced a decline in production. Local small and medium enterprises (SMEs) in Cibaduyut Village must adapt to marketing systems that use communication technology. Social media has become an easy and inexpensive way to reach consumers. However, the main issue is that due to the rapid advancement of technology, not all SMEs in the Cibaduyut leather center can adapt quickly. They need to learn extensively and familiarize themselves with using technology (e-commerce). Effective product branding and attractive social media design can also enhance brand awareness, thereby leaving a distinct impression of the product in the public's mind. According to a Sea Insights survey, 54% of SME respondents are increasingly adaptive in using social media to boost sales (Alika, 2020). E-commerce usage is a growing trend in Indonesia and will continue to evolve, leading to new innovations.

Keywords: SMEs, Cibaduyut, Product Branding, Social Media Design

INTRODUCTION

Recently, the creative industry subsector has been a hot topic of discussion across various circles. This sector holds significant potential for development in every region of Indonesia. The creative industry in Indonesia can become a powerful force to compete with other countries, given Indonesia's wealth of beautiful natural resources, its status as an archipelago with numerous islands, and its diverse ethnic groups. Indonesia's unique geographic and cultural elements attract many international tourists, creating substantial economic potential.

Bandung, a city in Indonesia, stands out for its advantages in the creative industry. Known for its proven natural beauty and diverse culinary offerings, Bandung also attracts tourists with its distinctive shopping destinations such as Pasar Baru, Cihampelas, and Trunojoyo. The Bandung City Government strongly supports the creative industry, recognizing its significant economic potential to enhance the city's revenue and competitiveness. The city has developed a program to promote five creative industry hubs, outlined in Regional Regulation No. 18 of 2018 concerning the Spatial Planning of

Bandung City for 2011-2031. These hubs include:

1. Sentra Kaos Surapati
2. Sentra Tekstil Cigondewah
3. Sentra Boneka Sukamulya
4. Sentra Rajutan Binongjati
5. Sentra Sepatu dan Olahan Kulit Cibaduyut

Cibaduyut, located in West Java and Bandung, is renowned for its shoe and leather craft industry. This area became a center for shoe and leather crafts due to a long tradition of craftsmanship dating back to the 1920s, with significant development in the 1940s. The area is recognized for its concentration of artisans, with a substantial number of shoemakers and leather craftsmen.

Small and Medium Enterprises (SMEs) play a crucial role in economic development and growth, not only in developing countries like Indonesia but also in advanced economies such as the United States and Japan. In Indonesia, SMEs are frequently highlighted in seminars and workshops and discussed in the media as vital sources of job creation and income.

However, with the advent of global market competition and trade agreements like the World Trade Organization (WTO), General

Agreement on Tariffs and Trade (GATT), ASEAN Free Trade Area (AFTA), and ASEAN-China Free Trade Agreement (ACFTA), SMEs face significant challenges. The implementation of free trade has led to decreased production in the Cibaduyut leather sector, with large-scale manufacturers using modern machinery to reduce costs and offer lower prices. The COVID-19 pandemic further exacerbated this issue, reducing market demand for Cibaduyut's leather products. As a result, many artisans have lost their livelihoods and had to shift professions. The government's role is crucial in supporting and revitalizing this industry to restore its former glory, as this area is both a priority for development and a strategic part of the city.

Ina Herlina (Head of Economic Development, Cibaduyut Village, December 2, 2021) identified several key issues faced by SMEs in Cibaduyut, including:

1. Product promotion is still reliant on conventional methods (word of mouth).
2. Marketing systems have not yet transitioned online due to limited knowledge of technology and its use.
3. Many newcomers to Cibaduyut source products from factories at lower prices, affecting the local leather craft center's activity.
4. Limited capital.
5. Crafting tools are outdated and basic.
6. Lack of generational succession among artisans, as the average age is advanced.
7. Absence of a central display area for showcasing UMKM products in Cibaduyut.

To address these issues, the Visual Communication Design (VCD) Faculty at Widyatama University aims to assist SMEs in Cibaduyut by focusing on issues related to product branding and digital publication design. The objective is to help SMEs develop effective trade names and digital publication media, enhancing their brand awareness and competitiveness in the market. The training will provide insights into the importance of branding and teach techniques for creating compelling digital publications. This initiative aims to improve the SMEs' market presence and ability to compete effectively.

METHOD

The implementation method involves training using lecture and discussion methods, as outlined in the following table:

Training on Branding and Digital Publication Design to Enhance Sales of Small Business Products in the Leather Shoe Craftsmen Center of Cibaduyut Village	
Training Objectives	At the end of the training, it is expected that participants will understand and appreciate the importance of product branding and digital publication design in enhancing brand awareness for small business products. This will enable small business practitioners to create a "trade name" and "digital publication media" for their products and effectively compete in the market.
Main Topics	Guidance on Product Branding and Digital Media Publication Design
Subtopics	1. Knowledge about branding and how to create a "trademark" for small business products
	2. Knowledge about the procedures and types of applications for designing digital media publications for small businesses

The activities begin with the preparation phase, which is done before the event day. The preparation activities include drafting the proposal, contacting partners, and preparing materials.

After the event is carried out, the subsequent activities are preparing the event report, drafting the article, and finalizing the research results. This

process takes 3 months for preparation and 3 months after the main event is completed.



Picture 1. Workshop
(Source: Private documentation)

The attendees were members of the small business community from Cibaduyut District, totaling approximately 25-30 participants.

RESULTS AND DISCUSSION

Results

The training program featured two main topics delivered by two different speakers. The first session, titled "Branding Masuk Desa (Introduction to Brand and Branding)," was conducted on December 10, 2021, by Mr. Rudy Farid. This session provided an overview of branding, initially focused on marking or distinguishing ownership, which has now evolved into

a mark or guarantee of quality in trade.



Picture 2. Title “Berkenalan dengan Brand dan Branding”
(Source: Privat documentation)

The second session, titled “Digital Publication Design as an Effective and Efficient Promotional Media for Small Businesses,” was held on December 10, 2022, by Mrs. Annisa Bela Pertiwi. This session covered digital graphic design, which is applied in digital publication industries such as posters, Instagram feeds, and social media posts. It also discussed posters as a media publication combining text, images, or both to convey information to the public.



Picture 3. Title “Desain Publikasi Digital Sebagai Media Promosi UMKM Yang Efektif Dan Efisien”
(Source : Privat documentation)

The Bandung City Government strongly supports the creative industries, believing they have significant economic potential to boost the city's revenue and enhance competitiveness with other regions. The city has a development program for five creative industry hubs: 1) Surapati T-Shirt Center, 2) Cigondewah Textile Center, 3) Sukamulya Doll Center, 4) Binongjati Knitting Center, and 5) Cibaduyut Leather and Shoe Center. Cibaduyut is well-known in West Java, particularly Bandung, as a hub for shoe and leather crafts.

Discussion

The government's role is crucial in supporting industrial hubs to facilitate their growth. Small business practitioners, especially in Cibaduyut, need to adapt to marketing systems using communication technology. Social media provides an accessible and cost-effective way to reach consumers, making Social Media Marketing increasingly common for broader market reach. Furthermore, small businesses must understand the importance of branding and social media design for their products.

The absence of barriers in international trade means that small businesses in Cibaduyut must adapt to advanced technologies for online trading or transactions without time and location constraints. Effective product branding and appealing social media design can enhance brand awareness, creating a distinct impression of the product in consumers' minds.

According to a Sea Insights survey, 54% of small business owners are increasingly adapting to social media to boost sales (Alika, 2020). E-commerce usage is trending in Indonesia and is expected to continue evolving, reflecting the impacts of globalization and technological advancement.

CONCLUSIONS

This training activity aims to motivate the small business practitioners from the Cibaduyut leather shoe craftsman center. The event was conducted as a form of community service by Widyatama University. It is intended to enhance practical knowledge about advancements in using advanced technology for trading or interacting online.

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