

## Assistance in Creating MSME Business Logo and Brand Design to Strengthen Business Image

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### ABSTRACT

This community empowerment program focuses on enhancing the visual identity of Micro, Small, and Medium Enterprises (MSMEs) in Wonocolo District through guidance in logo and brand design. Many MSME owners still have limited understanding of how professional visual identity influences marketing effectiveness, causing their products to be less competitive despite good quality. The mentoring was carried out using a qualitative method, involving field observations, interviews. The results indicate that the program successfully improved participants' knowledge of branding elements, including color schemes, typography, taglines, and the application of visual identity across promotional materials. Participants were also able to produce new logos that better reflect their business identity. Furthermore, the program strengthened their ability to use basic design applications and increased their confidence in applying branding strategies. Some challenges were encountered, including low digital skills, limited facilities, differences in creativity, and varied learning speeds. Nevertheless, these issues served as valuable input for future program enhancement. The program recommends organizing advanced design training, offering continuous assistance, and providing easily accessible learning resources to support consistent branding implementation across both offline and online media. Overall, this activity contributes to increasing MSMEs' competitiveness by improving their branding and product appeal.

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### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a very important role in driving the national economy. Based on data from the Central Statistics Agency (2023), there are 862,057 micro business units and 115,414 small business units in East Java, showing that MSMEs are the backbone of the economy that supports the independence of the local

community (Firdaus et al., 2025). Despite their great potential, many MSME players still face various challenges in terms of branding and marketing, especially related to the creation of attractive and professional logos and packaging designs (Firdaus et al., 2025). The lack of understanding of the importance of a strong visual identity makes it difficult for many MSME products to compete in an increasingly competitive market, even though the quality of their products is often equal to or even better than the products of large companies (Dewi, 2021). These difficulties are further exacerbated by the low knowledge and ability of MSME actors in implementing digital marketing strategies, such as the use of social media and e-commerce platforms which are actually able to expand the market significantly (Badri et al., 2022; Daud et al., 2025). Many MSMEs still rely on traditional passive promotion methods, making them less effective in attracting new customers and not making optimal use of digital technology advancements (Kader et al., 2024). In fact, strong branding through professionally designed logos and packaging is essential to capture consumer attention and create differentiation amidst intense competition (Purba, I. P. M. H et al., 2022). The reality in the field shows that many business actors do not have a logo, slogan, or brand narrative that is able to describe the value, identity, and uniqueness of their products. As a result, the visual appeal of the product becomes low and it is difficult to match competitors who already have a more aggressive branding strategy (Permatha Korry, P. et al., 2025). Strengthening the brand image through logo design that reflects local identity has also been proven to be able to increase product added value and create an emotional relationship with consumers, as seen in Madura snack MSMEs (Firdaus et al., 2025).

Design has a role in creating design works, including logos, must understand the elements and values of visual communication design so that the design can be delivered in a targeted manner to the target audience (Dewi et al., 2023). Through product branding, Micro, Small, and Medium Enterprises can bring updates and adjustments across various product sectors, creating an identity that sets them apart in the market (Ainun et al., 2023). Studies show that creative and relevant logo designs significantly increase brand awareness and expand the reach of the MSME market, especially on digital platforms (Firdaus et al., 2025). In addition, the integration of local identity in logo design not only strengthens the selling value of the product but also builds community pride (Firdaus et al., 2025). The importance of digital literacy is also a crucial factor in supporting MSMEs to adopt modern marketing strategies and improve visual promotion capabilities through graphic design applications such as Canva (Darmanto et al., 2025). This is in line with research that shows that the adoption of digital marketing can increase market access, promotion cost efficiency, and brand strengthening for MSMEs (Korry et al., 2025).

Increasing the competitiveness of MSMEs through marketing digitalization, especially the use of social media and marketplaces, allows for a wider market reach and more optimal customer interaction (Aminuddin & Choiri, 2025). The study also confirms that attractive visualization, unique packaging design, and ease of communication and online transactions are the main considerations for consumers in choosing products, which directly contributes to the development of strong branding for MSME actors (Resti, et al., 2023). Therefore, intensive assistance in making logo design and product development is essential to increase the competitiveness of MSMEs in Wonocolo District, allowing them to compete both in the local and national markets with products that have significant added value. This assistance aims to overcome common obstacles faced by

MSMEs, such as the lack of use of digital platforms and product identities that are not optimal, so that they are able to compete in the digital era. This increase in competitiveness is not only limited to the domestic market, but also has the potential to penetrate the global market, considering the importance of product design and environmental sustainability in today's international competition standards.

## **IMPLEMENTATION METHOD**

In this mentoring activity, a qualitative approach with an emphasis on field studies is used. The main data collection technique is in-depth interviews with micro business actors who are program partners. The interview was conducted directly to obtain information related to the business identity, the values to be highlighted, visual design preferences, and various obstacles faced in building a business image. The results of the interview became the basis for compiling a logo design that suits the character and needs of each business (Harini et al., 2023). The interview was also intended to explore the views of business actors regarding the role of visual identity in marketing and business communication activities. The interview findings were then analyzed descriptively to identify key themes related to the design process, such as business owners' expectations of logos, their level of understanding of branding, and their initial response to the design concept offered.

The Community Service Implementation Method (PKM) begins with an observation process through interviews and field surveys to obtain a real picture of the conditions and problems faced by novice MSMEs, especially related to their understanding of visual design as a promotional tool. The training activities were carried out with an interactive lecture approach and material presentation, including an introduction to logo design concepts and practice making logos using applications such as Canva. The evaluation was carried out to determine the success rate of the training and provide an opportunity for participants to discuss and convey the obstacles they encountered during the activity.

## **RESULTS AND DISCUSSION**

This mentoring activity in making logos for MSME actors aims to increase partners' understanding of the importance of visual identity in strengthening business image to look more professional and trustworthy. From the results of observations and interviews, it can be seen that most micro business actors still have a limited understanding of the role of visual design in marketing strategies. Their focus is more on daily operations, so branding aspects including logos are often not considered a priority. As a result, many businesses do not have a clear and consistent visual identity, making it difficult to compete in an increasingly competitive market.

During the mentoring, participants were given an explanation of the function of the logo as a reflection of the values, characters, and messages that a business wants to present. Through interactive discussions, business actors began to realize that logos are not just symbols or images, but strategic elements that can increase professional image and customer trust. Some participants are also beginning to understand that an effective logo can strengthen promotions and make their business more recognizable compared to competitors.

The logo design process is carried out with a collaborative approach between the accompanying team and business actors. This method provides space for participants to convey visual preferences, such as the choice of colors, shapes, and graphic elements that are considered to represent their business identity. From the results of the discussion, several important points emerged related to design needs, including simplicity, ease of remember, linkage with the products or services offered, and the ability of logos to be used in various promotional media. Participants also understand that designs that are too complex or not aligned with the character of the business can reduce the effectiveness of their visual communication.

The results of the Logo and Brand Design Assistance for MSME Products in Wonocolo District are:

1. Increasing public understanding, especially MSME actors, about the importance of attractive branding and logos in increasing product marketability. Business actors are beginning to realize that visual identity is an important element to build a professional impression and increase consumer trust.
2. The increase in insight and knowledge of MSME actors related to the stages of making branding and logos, starting from design planning, color selection, determination of slogans, font styles, visual elements, to their application to packaging and other promotional media. Participants also understand how to create a brand that is relevant to the character and excellence of the product.
3. Increasing economic opportunities and community welfare through strengthening the visual identity of businesses. Attractive logos and branding help make products more recognizable, increase consumer buying interest, and open up wider marketing opportunities.
4. The formation of a new logo and branding concept for each partner MSME. Every business actor gets a design that suits their business character so that it can be directly used on packaging, banners, business cards, and digital promotions.
5. Increasing technical ability of MSME actors in using simple design applications such as Canva. Participants can create and edit logos independently so they don't always rely on professional designers.
6. The growth of awareness of business actors to build a consistent business identity. Participants began to understand the importance of visual uniformity in all promotional media to strengthen the business positioning in the eyes of consumers.
7. Increasing motivation and confidence of MSME actors in promoting their products. With a stronger visual identity, participants feel more ready to compete and develop digital and offline marketing strategies.



**Figure 1.** Material presentation



**Figure 2.** Photo with trainees

Obstacles that occur during the implementation of the activity:

1. The speed of absorbing the material and the responsiveness of the participants are diverse. The difference in the ability to understand technology and design concepts causes the training process to run at a non-uniform pace.
2. Participants' limited digital skills, especially in using design applications such as Canva. Some business actors are still not used to using digital devices so they need more intensive assistance.
3. Lack of supporting facilities, such as laptop or smartphone devices with adequate specifications and a stable internet network. This makes some participants experience difficulties during design practice.
4. Limited training time so that not all participants can explore the design optimally. The process of discussion, design revision, and branding concept creation takes longer.
5. Variations in the level of creativity and experience of participants in the field of design. Participants who have never been in contact with visual design tend to have difficulty determining visual elements that suit the character of their business.
6. Lack of references or design examples that participants have. The lack of exposure to good logo or branding examples makes participants need more in-depth direction.

## CONCLUSION AND RECOMMENDATION

Assistance in logo and brand design for MSME actors in Wonocolo District has proven effective in enhancing participants' understanding of the role of visual identity in ensuring business continuity. Through observation, interviews, material explanations, and hands-on practice, MSME owners began to recognize that a logo is more than a mere symbol; it is a strategic asset that can strengthen a business's image, boost product appeal, and present a more professional impression to consumers.

This activity also broadened participants' insights regarding the stages of branding and logo creation, including choosing colors, typography, slogans, and adapting designs across various promotional platforms. The mentoring process resulted in noticeable improvements in participants' ability to use simple design tools such as Canva, as well as the development of a new visual identity tailored to each business.

Despite these positive outcomes, several challenges emerged, including participants' limited foundational knowledge, varying learning speeds, inadequate facilities, and low digital literacy. Nonetheless, these issues did not hinder the overall success of the program; instead, they served as valuable feedback for enhancing future initiatives.

Recommendations include organizing more advanced training sessions that emphasize deeper visual design skills, mastery of more comprehensive design tools, and a stronger understanding of branding concepts. Continued mentoring is also suggested to ensure that the newly developed logos and visual identities are applied consistently across packaging, social media, banners, and other marketing materials. Additionally, providing accessible learning modules or video tutorials will support participants in continuing their learning independently based on their individual learning pace.

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