

# Strategy for Strengthening Branding of Micro and Small Enterprises

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## ABSTRACT

Pulorejo Village, Dawarblandong District, Mojokerto Regency has the potential for developing MSMEs that play an important role in supporting the village economy. However, there are still business actors who do not have legal status in the form of a Business Identification Number (NIB) due to a lack of understanding of the importance of business legality and limited access to the Online Single Submission (OSS) system. Additionally, some SME operators lack adequate promotional media to strengthen their business identity and appeal. This research is part of the work program of Management students at Muhammadiyah University Gresik in a Community Service Program that aims to improve the legality and branding of MSMEs through assistance in obtaining NIBs and creating promotional media in the form of banners. The methods used in this activity include observation, socialization, technical assistance in obtaining NIBs, and the creation

and installation of business banners targeting local MSME entrepreneurs. The results of the activity showed an increase in NIB ownership, increased understanding of the importance of business legality, and increased business visual identity through banner media. Overall, this program contributed to improving the professionalism, legality, and competitiveness of MSMEs in Pulorejo Village in a sustainable manner.

*Keywords: MSMEs, Business Identification Number (NIB), Business Legality, Branding.*

## INTRODUCTION

Pulorejo Village is located in Dawarblandong District, Mojokerto Regency. This village is the location for the Work Experience Program (KKN). Real (KKN) Regular 2026 by Group 11 University Muhammadiyah Gresik. This activity will last for approximately 40 days, from January 19 to February 28, 2026. Each study program will have its own work program tailored to the conditions and needs of the local community.

The work program implemented by Management Study Program students is "Assistance in Creating Business Identification Numbers and Strengthening MSME Branding in Pulorejo Village, Mojokerto Regency." This program aims to assist Micro, Small, and Medium Enterprises (MSMEs) in obtaining business legality through the issuance of Business Identification Numbers (NIB) and

improving their identity. business through manufacturing promotional media in the form of banner. Through program It is hoped that MSMEs in Pulorejo Village can have better business legality and branding media so that they can strengthen their business identity and increase the competitiveness of the products they produce.

One of the economic potentials that is developing in Pulorejo Village is the existence of MSMEs. Which become source income public through various business Home-based and small businesses. In general, MSMEs play a vital role in the national economy because they absorb labor and support economic growth. public, Which one ownership legality formal become an important foundation for the stability of the business. In addition to being a driving force for the economy, MSMEs also serve as a key pillar in building economic resilience at the local level through the innovations they generate. In developing MSMEs, it is necessary existence legality business Which clear, Wrong the only one through ownership Registration number Try (NIB) as identity official business at a time form confession law from the government. This effort is in line with the fact that village economic independence can be optimally achieved through the integration of business legality, certification, and digital branding.

Despite its significant economic potential, MSMEs in Pulorejo Village still face various obstacles in developing their businesses. constraint main is Not yet optimally ownership legality business as well as branding strategy due to limited understanding and minimal technical assistance. This problem is often exacerbated by a gap in understanding in the use of technology. information as well as use media social Which Not yet maximum as means marketing. Constraint This often time appear Because lack of education about the relationship between legality and strengthening product image. Furthermore, some businesses lack adequate branding tools to strengthen their identity and appeal. This situation demonstrates the critical need for increased understanding of business legality and enhanced branding strategies to support the development and sustainability of MSMEs at the village level.

Business legality plays a crucial role in providing legal protection and increasing consumer confidence in the products produced. has set system licensing try based risk through *Online Single Submission Risk Based Approach* (OSS-RBA) as regulated in Government Regulation of the Republic of Indonesia Number 5 of 2021 concerning the Implementation of Licensing Try Based Risk. Through system This, perpetrator business can get business Identification Number (NIB) as an official business identity issued electronically

Besides business legality, branding also plays a crucial role in business development. Visual identities, such as banners, can help introduce a business to the public and increase the appeal of the products offered. visual elements such as logos and proven banner crucial in building a professional impression of a brand. *Brand* ownership is a very important basic step for MSMEs to be able to differentiate their products from competitors. as well as create experience Which consistent for consumers. Branding A good brand identity can help MSMEs build product identity, increase consumer trust, and expand marketing reach. business Which clear will make things easier for the community in recognize product offered so as to increase business competitiveness. Previous research shows that branding and marketing assistance activities for MSMEs are able to increase understanding perpetrator business about importance identity Brands and promotional strategies to support business development. In addition, socialization activities And mentoring Number creation Parent Try (NIB) through online system Single Submission (OSS) Also proven capable increase understanding MSME actors regarding the importance of business legality and encouraging business actors to take care of licensing in a way

official. By Because That, through activity KKN This Students strive to make a real contribution to the Pulorejo Village community by assisting in the creation of NIB and strengthening MSME branding.

Based on the situation analysis conducted through field observations with business actors in Pulorejo Village, several problems faced by MSME actors include the following: 1). MSMEs do not yet have sufficient understanding of the *Online Single Submission* (OSS) system and the importance of business legality in the form of a Business Identification Number (NIB). 2) Perpetrator MSMEs Not yet know procedure and order method manufacturing Number Business Parent (NIB) through the OSS system. 3) Some MSMEs do not yet have a Business Identification Number (NIB) as official business legality. 4) Some MSMEs do not yet have branding media or business visual identities such as banners that can support business promotional activities.

Objective from activity devotion to public This is as following:1) Give understanding to perpetrator MSMEs about system *Online Single Submission* (OSS) and the importance of having a Business Identification Number (NIB). 2) Helping MSMEs understand the procedures and steps for obtaining business permits through the OSS system. 3) Help perpetrator MSMEs get legality business in the form of Number Parent Business (NIB).4) Helping MSMEs improve their business identity by creating branding media in the form of banners .

## **RESEARCH METHOD**

This community service activity is carried out in the form of education and mentoring manufacturing Number Parent Try (NIB) as well as strengthening MSME branding was carried out through outreach activities at the Pulorejo Village Hall. Prior to the outreach, the implementation team conducted a field survey to identify MSMEs that did not yet have a NIB and to identify the obstacles they faced, as is the initial survey method commonly used to map the legal requirements of business units. To carry out this activity, there are several stages carried out as follows:

### **1. Stage Mentoring Making NIB**

The Regular Community Service Team Group 11 conducted a data collection on MSMEs in Pulorejo Village through field observations with business owners and village officials to identify MSMEs that did not yet have a Business Identification Number (NIB). Next, the team conducted outreach at the Pulorejo Village Hall to provide an understanding of the importance of business legality, the benefits of a NIB, and the procedure for obtaining one through the Online Single Submission (OSS) system. Afterward, the team provided direct assistance to MSMEs. in process manufacturing NIB, start from manufacturing account OSS until publishing NIB documents officially, to ensure that each administrative stage is carried out correctly

### **2. Stage Making And Giving Media Branding**

In addition to providing legal assistance for businesses, the KKN team also assisted in the creation of promotional materials in the form of banners for several MSMEs. This process began with a discussion regarding the business name, products sold, and information to be included. on banner. Banner Then printed And installed in business location as identity visual Which can help increase Power attraction and professionalism of the business.

### **3. Stage Activity Evaluation**

The evaluation stage is carried out to assess the success of the mentoring program. has implemented. Evaluation is carried out by see the number MSMEs Those who successfully obtained a Business License

(NIB) and the response of MSMEs to the mentoring and branding activities. This evaluation is expected to provide benefits in improving business legality and strengthening the identity of MSMEs in Pulorejo Village.

With method This expected for perpetrator MSMEs No only get NIB as legality business, but Also understand importance legality And branding in supporting the sustainability and development of their businesses.

## RESULTS AND DISCUSSION

Based on results observation in Village Pulorejo, Still there is perpetrator MSMEs who do not yet have a Business Identification Number (NIB). This condition is generally caused by business actors' lack of understanding of the importance of business legality and limitations in accessing and operating the Online Single Submission (OSS) system. Some business actors also consider the registration process to be quite complicated, so business legality is not a top priority. However, having a NIB is very important because it provides a clear legal identity for business actors, increases consumer trust, and opens up opportunities for access to financing and various government empowerment programs. With business legality, MSMEs also gain legal certainty and ease in developing their businesses.

Table 1. Data Perpetrator MSMEs Village Pulorejo

Name MSMEs	Product MSMEs
Shop Tepayo	Various type snack contemporary (Seblak, Noodles Hot, and other)
MAMOSA	Processed madumongso Which made from material banana experience
Meatball Super Bro Regards	Meatball
Cheers Burger	Burger
Noodles Monyong	Various type snacks contemporary
Rice cake Ma'am Yun	Rice cake

Table 1 shows a list of MSME actors who are the targets of the mentoring program. Part big MSMEs move in field culinary with various Product types, such as snacks, traditional foods, and fast food. This data is used as the basis for implementing NIB development assistance activities and strengthening business branding.

Next, the KKN team provides direct assistance throughout the NIB creation process, from creating an OSS account, filling in identity and business data, selecting a business classification, and issuing the NIB. The assistance is provided in stages and in person to ensure that MSMEs understand each registration stage. This direct assistance has proven effective in improving MSMEs' understanding of the business licensing process and encouraging them to perpetrator MSMEs For quick look after legality And develop legitimate and sustainable business. the mentoring process carried out by the KKN team to perpetrator MSMEs in manufacturing NIB. Activity This aim helping business actors understand procedure registration as well as ensure all over data business correctly inputted into the OSS system.

The results of the activities show that the assisted MSMEs succeeded in obtaining Number Parent Try (NIB) as legality official business. Document The NIB is then printed and handed over to each MSME as proof that the business has been officially registered. Having a NIB provides legality for MSMEs, thereby ensuring their business is legally recognized. Furthermore, business legality through the NIB also facilitates MSMEs' access to various program coaching, mentoring, as well as opportunity development government efforts. This shows that legal ownership of the business becomes Wrong One factor important in support sustainability And development of MSMEs.

That all assisted MSMEs have successfully obtained a Business Identification Number (NIB) as their official business legality. This demonstrates that the mentoring program has been able to increase business legality in Pulorejo Village. This success also demonstrates that the main obstacle in the licensing process is business No located on procedure, but on limitations information and technical assistance to business actors.

### **Making And Giving Banner as Media Branding**

Apart from legal issues, the identification results show that several MSMEs do not yet have proper promotional media. Banners, in particular, serve as a business's visual identity . The absence of banners makes a business appear less professional and difficult for the local community to recognize.

As a way to strengthen branding, the Community Service Program (KKN) team helped create banners for several MSMEs, including two in Sidokerto Hamlet and Klanting Hamlet. Visual promotional media such as banners play a crucial role in enhancing business identity, attracting consumer attention, and strengthening the professional image of MSMEs. The design process begins with a discussion with the business owner regarding the business name, featured products, and contact information to be included. The design is simple, informative, and easy to read to be effective as a promotional tool. Through this physical promotional medium, MSMEs can build greater visual credibility in their surrounding environment. The right branding strategy, especially for local products, has been proven to increase the product's appeal in the eyes of consumers.

### **Improvement Awareness and Professionalism MSMEs**

This mentoring program not only produces NIBs and banners, but also improves MSMEs' understanding of the importance of business legality. After participating in outreach and mentoring, MSMEs begin to understand the importance of business legality in supporting long-term business development, resulting in clearer and more focused business formalities.

Prior to the activity, some MSMEs operated informally without proper administration. After obtaining a NIB and a banner as their business identity, they gained confidence and awareness. manage business in a way more professional and structured, in line with The finding that business legality helps MSMEs increase their credibility and competitiveness. Education about legality is also a key factor in strengthening overall product branding. Strengthening digital capacity also contributes to the development of business actors' marketing capacity.

### **Evaluation And Challenge Program Implementation**

Implementation of the assistance program for creating a Business Identification Number (NIB) in Village Pulorejo, Subdistrict Dawarblandong, Regency Mojokerto, show positive results. Based on initial data collection activities, it was discovered that there are still a number of MSMEs who do not have business legality in the form of a NIB and most of them Not yet understand function as well as benefit NIB, especially in context management through system *On line Single Submission* (OSS). Mentoring direct Which carried out through socialization, technical guidance, and practical direction proven to help MSME actors understand the urgency of business legality and the steps for official registration. Studies devotion kind of This show that approach face advance and technical assistance can expedite the NIB processing process and have a positive impact on more formal and sustainable business management. Through socialization activities, MSME actors began to understand that NIB not only functions as a business identity, but also provides convenience in accessing licensing, program help government, as well as opportunity Work The same with

other parties. Interactive discussions held during the socialization helped address business actors' doubts and questions regarding the registration process and requirements.

During the technical assistance phase, students assisted MSMEs in creating accounts and filling in data through the *Online Single Submission* (OSS) system. As a result, several MSMEs successfully obtained official NIBs. This show that challenge main Which faced previously This is more related to a lack of information and technical assistance, rather than the difficulty of the licensing procedures themselves. This finding aligns with other community service findings that also emphasize the importance of direct assistance to clarify the legal processes and requirements for MSME businesses.

Overall, this program has had a positive impact on increasing understanding and awareness among MSMEs regarding the importance of business legality. With a NIB, MSMEs in Pulorejo Village have greater opportunities to develop their businesses in a more orderly, professional, and sustainable manner.

Overall, the community service activities went well. However, there were some obstacles during implementation. During the NIB (National Business License) creation process through the OSS (Online Business Registration System), some MSMEs experienced difficulties in preparing administrative documents, such as

active email addresses and complete business data. One of the main obstacles in implementing electronic licensing is MSMEs' limited understanding of the online licensing system, so technical assistance is needed to overcome this obstacle. In terms of branding, the challenge faced is the low initial awareness of the importance of visual promotional media among MSMEs. Some businesses previously relied on word-of-mouth promotion without considering a visual business identity.

Despite challenges, a participatory approach and intensive communication helped overcome them. Evaluation of the activity showed a positive response from MSMEs and increased awareness of the importance of legality and branding. Going forward, further assistance is needed to ensure legality is maintained. Which has owned can utilized in a way optimal and strategy marketing can continue to be developed.

## **CONCLUSION AND RECOMMENDATIONS**

### **Conclusion**

Based on the implementation of the assistance program for creating Business Identification Numbers (NIB) and banners for MSMEs in Pulorejo Village, Dawarblandong District, Mojokerto Regency, it can be concluded that legality and business identity are important aspects in supporting the development of more professional MSMEs. And empowered competitive. Before program implemented, part perpetrator MSMEs do not yet have a NIB due to limited understanding of the importance of business legality, low digital literacy, and minimal assistance in using the system. *On line Single Submission* (OSS). Through activity socialization and mentoring

Having a Business Identification Number (NIB) helps MSMEs establish a clear business identity, increases consumer trust, and opens up opportunities for access to government programs and business development. Furthermore, creating banners as branding tools helps strengthen a business's visual identity and makes it easier for the public to recognize it. Overall, this mentoring program has had a positive impact on improving MSME understanding, legal business ownership, and strengthening business identity, which supports the professionalism and competitiveness of MSMEs in Pulorejo Village.

### **Recommendations**

Although program This has give results Which Good, Still required Further efforts are needed to ensure the benefits of this activity can be felt sustainably. Therefore, several suggestions can be provided to support the future development of MSMEs in Pulorejo Village, including:

1. Continued mentoring is needed for MSMEs to ensure they can optimally utilize their existing business legality. Businesses need information on the various opportunities they can capitalize on after obtaining a NIB, such as access to business training, capital assistance, and other business development programs.
2. Village governments are expected to continue providing support to MSMEs in their business development processes. This support can include providing information on MSME empowerment programs, providing entrepreneurship training, and facilitating other business licensing processes.
3. Universities are expected to continue implementing community service activities focused on empowering MSMEs. mentoring like Which done in program This can be wrong One form contribution real college tall in help society, especially in the fields of economics and entrepreneurship.

4. MSMEs are expected to continuously improve the quality of their businesses. This can be done by enhancing product quality, improving customer service, and utilizing various promotional media to introduce their businesses to the public.

Through collaboration between MSMEs, the village government, and universities, it is hoped that MSME development in Pulorejo Village will continue to progress effectively and provide broader benefits to the community. This type of mentoring program is expected to not only provide short-term benefits but also encourage MSMEs to become more independent, professional, and competitive in developing their businesses in the future

Overall, the GIS-based village potential map developed for Pulorejo Village serves not only as a cartographic visualization of local resources but also as a strategic instrument for strengthening village governance and supporting sustainable rural development. By integrating field survey data, participatory stakeholder input, and digital spatial information, the developed GIS database provides an accurate, comprehensive, and reliable reference for future village development planning and represents a significant step toward realizing a data-driven Smart Village.

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